

## Final Project Report

This report is to be completed by the Implementer **within 1 month** upon the end of the project. All Sections should be completed, and this form returned to the Project Coordinator in both soft and hard copies.

The final 20% disbursement cannot be made until the Project Completion Report has been submitted and reviewed by ACN. ACN's Review shall be completed within 1 month after submission of the Final Report.

Project Title	Kelab Alami takes CSR to Gelang Patah through ecotourism & community & cultural immersion		
Countries Covered	Malaysia		
Implementer	Kelab Pencinta Alam Tanjung Kupang, Johor Bahru Johor (registered name)		
Planned Start date	Feb 2016	Actual start date	June 2016
Planned End date	Sept 2016	Actual end date	Jan 2017
Explain any variance in start/end dates	There were some complications in our receiving the funds because of our organisation registration. In the end when the funds were finally transferred, we were not actually aware of it until a month later. We then started work as planned but while we had a 6-month duration, because engaging with businesses and agencies is a long drawn out process, it took longer than expected. National holidays and festive seasons during the project period also slowed things down. The report submission was greatly delayed because our organisation laptop crashed over the end of the year festive season and we have been scrambling to restore information, photos and accounts – and have had to redo the report in the end.		

<b>Project Purpose (use the exact wording from the approved Project Proposal Form)</b>
This project intends to bring awareness of available CSR opportunities in the local community & natural habitats to institutions and businesses in the Gelang Patah, Johor area through engagement with local youth, fishermen and community ecotourism, with a view to initiating CSR collaborations based on the needs and interests of the community.
<b>Was the Purpose achieved? If not, give reasons. Please state your sources of information.</b>
<p>Yes, the purpose was achieved, but in a slightly different light. Our original goal was to meet with local businesses and educational institutions to introduce Kelab Alami and bring them for tours and get to meet the community. While we targeted 4 organised tours over 4 months, specifically aiming for local businesses in Gelang Patah and schools in the nearby EduCity area, we ended up liaising with other organisations, local agencies and international schools, some of which have pledged to work with the local community. We ended up conducting Guided Walks for groups that comprised members from the following organisations:</p> <ul style="list-style-type: none"> <li>• DPMC Sdn Bhd (project management company that works with many developers in the area – they also brought representatives from other companies that do surveying/ architecture/ engineering etc that handle projects in our area)</li> <li>• Astaka Padu Sdn Bhd (another development management company)</li> </ul>

- Country Garden PacificView Sdn Bhd (CGPV, major developer in the area of Forest City project)
- Leisurefarm Resort (resort housing area very near the area)
- Iskandar Regional Development Authority – 3 groups because they are a very large organisation – with ties to the Port of Tg Pelepas / Johor Port Authority
- Iskandar Investments Berhad (IIB, Johor state investment company – similar to Temasek Holdings for Singapore) – with ties to Sunway Iskandar project contacts
- Emerging Leaders Dialogue Asia 2016 – as part of a study tour by emerging leaders of emerging and developed economies (as per their website) – senior management business representatives from all over Asia-Pacific.
- Three university groups from the USA: University of Minnesota, University of St Thomas and Massachusetts Institute of Technology (MIT) – the latter group also comprised representatives from other universities in the region
- University Tun Hussein Onn (UTHM, based in Batu Pahat, Johor)
- Miscellaneous local state agencies and departments including tourism representatives

In order to stretch the budget that we had – some of these participants covered boat costs while we covered the rest of the costs. These engagement efforts were effective because the following results emerged:

- Several opportunities for local community youth through IRDA sponsored courses (thus far: Conversational English, Carpentry, Entrepreneurship)
- Negotiations and proposal submitted to IRDA for community tourism and business development (with verbal feedback on likely approval of the proposal by mid-year)
- Commitment from IRDA to showcase our location and organisation as the pilot site for their PESISIR programme, a coastal habitat documentation and monitoring effort that brings together developers, local communities, researchers, agencies and NGOs. This programme was actually put together as a collaborative effort between ourselves and IRDA and was announced in October at a state workshop for local agencies, businesses and other entities in Johor. PESISIR is designed to channel local business CSR efforts towards local community and environmental conservation efforts.
- Community tourism development assistance: UTHM sponsored tourism workshop in Gunung Ledang (Mt Ophir)
- Access to Johor Tourism Association with a promise to enable local youth to train and get licensed as Green Badge Guides for their community ecotours
- Negotiations and agreement with CGPV on use of local community as staff in their newly launched Phoenix Hotel, local sources for kitchen supplies, local supplies of plants for nursery and landscaping.
- Negotiations with CGPV for continued local CSR effort through support of Kelab Alami for habitat documentation, research and their publicity/ use of community tourism products (still in progress)
- Effort by combined developer/ project management group (through DPMC & Astaka Padu) to get state land & infrastructure for Kelab Alami Nature & Heritage Centre, with a commitment to assist with fundraising for the development (in process with initial approval obtained from the state for the land use thanks to their initiative)
- Negotiations for community hire in Leisurefarm Resort for river revival projects, with a view to using community services for tourism and environmental education projects within and beyond their property – providing access to schools in EduCity (because Leisurefarm residents' children go to school there)
- Commitment and initial negotiations to develop a CSR plan with IIB – still in progress
- Increased regional and local publicity because of Emerging Leaders Dialogue visit (showcased at a dinner and closing ceremony graced by Princess Anne of the UK in Kota

Kinabalu), invitations to state event talks workshops and presentations, community youth TV interview after participation in IRDA events, media coverage through CGPV in their need for positive PR (they had already begun giving us a token amount as CSR but had never come out on a Guided Walk or really gotten to know what the community was capable of before this), publicity and recognition through IRDA PESISIR programme. Most recently local youth were interviewed by RTM TV1 for their community efforts after an IRDA event.

- Commitment from visiting American universities to return next year for their regional student tours – signed MOU with MIT for local partnership and a US\$10,000 contribution.

#### **UPDATE as of 7<sup>th</sup> March 2017**

Since the project report was submitted, additional developments have occurred which can be directly attributed to the engagement that this grant forced us to do:

1. An audience with the Johor State Secretary (thanks to engagement with Astaka Padu & DPMC) which led to his agreement to allocate land to the organisation for the Kelab Alami Nature & Heritage Centre.
2. An audience with the Johor Chief Minister (thanks to engagement with IRDA and overall increased visibility) which then immediately led to an agreement to allocate RM500,000 plus a potential additional RM120,000 in infrastructure costs for the Kelab Alami Nature & Heritage Centre.
3. Special mention by the Johor Environmental Secretary and approval of funds (through the IRDA Environmental team) that will crystallise IRDA PESISIR efforts and allow us to send the youth for national ecotourism guiding certificates and local boatmen for passenger boat licensing courses.
4. Agreement by the Leisure Farm Resort Managing Director to employ Kelab Alami to initiate and manage a community gardening initiative (worth about RM100,000) in their development.

Aside from these main goals, there were also mini-objectives that were meant to enable us to do the above and engage with these entities (before the ASEAN CSR grant we mainly just worked in a low-profile manner and did not try to reach out to government agencies and corporate entities).

These objectives included:

- Community ecotourism product development
- Community ecotourism marketing materials
- Local entrepreneur services promotion material or namecards
- Local guide training for new tour packages
- Guide learning trips to increase understanding of exhibits etc

All of these were attained (and a little more) as described below:

- With support from ASEAN CSR Kelab Alami was able to begin recruiting more guides and youth graduates from our programme began training these new recruits as guides. Some have begun work with these visitors over the last 6 months but more are being trained. They are now combining their guiding notes and all of our habitat material into modules that we hope to print and use for future recruitment efforts and training.
- An additional element to the tourism product development was fishermen involvement in tourism. Usually they just double-up as boatmen for our guided walks. With the grant allowing us to compensate them for their time, they were encouraged to do more – participating in the tours as part of a net-making and fishing skills demonstration that we added to the tour packages.
- After negotiations with CGPV, the community has also decided to develop several other tourism packages. These range from cycling tours to fishing tours to cooking

<p>demonstrations &amp; courses. These are still in product development stage at this point, but at least the contact and negotiations with CGPV have enabled this discussion, with the community taking control of guest limits and other requirements for their own benefit, and not just the developer's marketing and PR intentions.</p> <ul style="list-style-type: none"> <li>• Marketing materials were produced – from a simple guided walk brochure, to a new website (kelabalami.weebly.com) and some tourism premiums in the form of local habitat information and maps are still being done now (we are waiting for the final tranche before we can print it). Facebook pages were also created for local youth businesses that were kickstarted under this grant (<a href="https://www.facebook.com/moto.ikan.kelab.alami/?fref=ts">https://www.facebook.com/moto.ikan.kelab.alami/?fref=ts</a>: Moto Ikan and <a href="https://www.facebook.com/gerai.kelab.alami/?fref=ts">https://www.facebook.com/gerai.kelab.alami/?fref=ts</a>: Gerai Remaja Kelab Alami)</li> <li>• Namecards were provided for local youth businesses that were created, as well as community members of Kelab Alami. While promotional material for other services have not yet been put into our website, it is part of the plan and we are gathering information for it. In the meantime, we pass on word of opportunities for the local community to developers and agencies through word of mouth and personal recommendation.</li> <li>• Our initial goal was to visit several places of interest in Singapore so that the youth could see for themselves how nature centres and guided tours are conducted and managed etc. However instead of carrying out several short trips, we had one 4D3N trip which included visits to Labrador Park, Chek Jawa and other parts of Pulau Ubin, as well as an extended learning trip with the Seagrass Watch and Marine Biology laboratory of NUS. While we were in discussions with Waterway Watch to host the youth so that they could come up with a similar programme in the village, we ran out of time and couldn't fit the plan into the short project period (and school holidays). Instead local community representatives and youth visited ecotourism efforts in Sg Melayu and Pekan Nenas, which are nearby and also less expensive. We were also able to cover the cost of a few representatives to attend a Gastropod (snails and molluscs) research event in Penang, and an Anuran (frogs and toads) tourism event in Batu Pahat, Johor.</li> </ul>
<p><b>Were there any significant changes made to the project design after the commencement of the project (outputs, activities, budget, duration etc.)? Please describe the changes.</b></p>
<p>There were no significant changes, but the grant actually forced us to begin looking outwards for support and to engage with agencies and businesses to ensure more opportunities for the local community. It turned out that one meeting, contact or recommendation led to another and events and outputs were better than we expected.</p>
<p><b>Did any external factors contribute to the achievement of the Purpose? Please describe.</b></p>
<p>We were fortunate to meet the right people who were interested to hear about what the community could do for them and with them, and were able to direct us to others in other agencies or businesses who were also looking for opportunities to develop impactful CSR but did not know how or who to speak to. The ability of the community, especially the youth was also the key to this success as people were charmed by what they found when they actually got to the ground and this is what helped to convince them to want to work with the community for the long-term.</p>
<p><b>Please describe any unplanned consequences from the project.</b></p>
<p>Positives:</p> <ol style="list-style-type: none"> <li>1. The results in terms of dealing with external parties were better than expected and we were surprised at how willing some businesses and agencies were to work with the community. It was clear in some cases that organisations want/need to do CSR but are unaware of how to do it.</li> </ol>

2. We did not expect that the injection of funds would make such a big difference to the community in terms of enabling them to believe that they could do so much and on relatively equal terms with big businesses and agencies. They usually perceive themselves as inferior and expect to be at the receiving end of 'charity', however this experience showed that they could negotiate on their terms, albeit with a facilitator. This in effect empowered the community and their ability to stand their ground and ensure that they are participants as well as beneficiaries and not just recipients.
3. The community was also able to believe that there is income generating opportunity from 'dealing with' outsiders and accepting their presence in the village as tourists. This drove them to step beyond their comfort zones in engaging with these outsiders and digging deep to find the courage to speak to them as a group, even with a language barrier.
4. It needs to be noted that while all of the above was done with the facilitation of Serina Rahman as the main community liaison, all of the decisions made were by the community and local representatives were taken on meetings and negotiations so that they could see how it's done and their voice could be heard. New ideas and efforts were driven by the community and outside help was tapped on (such as for marketing material design/ website creation) because these were skills that the community didn't have. However local youth were taught the basics of how to do this and ongoing training is taking place to nurture their skills so that they can take over these tasks.
5. The engagement with the international universities was not planned, but as there was space on a few tours with the others, Serina Rahman's contacts joined in some of the activities, then ended up arranging for full group visits and then pushing through further collaborations with the community. This was a huge bonus for us in terms of the long-term commitment to the community, the opportunity for the local community to meet with people so different from themselves, and the added prestige, encouragement and self-belief that this actually brought to those involved in the programmes.

**Negatives:**

1. Working with agencies and businesses takes far longer than we expected. Their bureaucracy and turnaround time was far more than we imagined and that slowed down a lot of what we wanted to do. In the end we brought in representatives instead of conducted complete organisation group tours as it was faster to encourage individuals to come out to the village than a full group. After a few trips the individuals were able to push internally for a group visit by the organisation.
2. Because the businesses' bottom line is always profit (often at the expense of community and environment) and because the developers in our area are so big, there is a clear lack of communication within their organisations as well as mismatch between their various department goals. So when we work with them to develop CSR plans and community opportunities, it is a bit of a battle between some departments and individuals wanting to make a real difference and others who just want to complete their work at any cost with no regard to community or environment. Others in these organisations wanted to use the community to benefit themselves and we had to learn to hold out against this so that the community would not become mere pawns in a PR spin. It has been a really good learning experience for all involved. We are also now better positioned and have more skills when it comes to dealing with organisations that clearly want to abuse the recognition that the community has received for their own benefit.

**Were all the Milestones / Indicators of Success met or achieved as planned, with the planned results? If yes, please note the results. If not, please explain.**

*The project form that we filled out did not have anything marked 'milestones' so we are assuming that this refers to 'activities'. Most of the details have been discussed in the sections above. P/s we're not sure what R/A/G stands for so we've left that blank...*

Add more lines as required

<b>Milestone Number<sup>1</sup></b>	<b>Result</b> <i>Achieved / Not achieved</i>	<b>R/A/G</b>
1	Meetings with local businesses and educational institutions (pre & post tour) – achieved beyond expectations as described above	
2	4 organised tours – achieved beyond expectation as described above	
3	Post-tour debriefing – achieved and we have feedback forms (but we have not processed them in terms of proper data – but we can send some samples on if you'd like them)	
4	Ecotourism package development – achieved as described above, with more in progress still	
5	Design and printing of collaborators publicity material etc – achieved as described above, with the addition of a website which was not in the initial plan (but we realised this would be more effective)	
6	Kelab Alami guide learning – achieved as described above. Ideally we would have liked to have done more, especially in Singapore but we ran out of time given the focus on visitors to the village and on-site engagement.	

**Were all the Outputs delivered as planned, with the planned results? If yes, please note the result. If not, please explain.**

Add more lines as required

<b>Output Number<sup>2</sup></b>	<b>Result</b> <i>Delivered / Not delivered</i>	<b>R/A/G</b>
1	CSR opportunity awareness amongst local businesses and educational institutions – delivered as described above	
2	Industry introduction to and engagement with the local community, habitat and culture – delivered as described above	
3	Industry access to community and contacts on the ground – delivered as described above.	
4	Improved industry understanding of community needs & wants – delivered as described above.	

<sup>1</sup> List all milestones as stated on the approved Project Proposal Form

<sup>2</sup> List all the Outputs as stated on the approved Project Proposal Form

5	Initiate discussions between all stakeholders on potential CSR collaborations – delivered as described above.	
6	Equal partnership discussions – delivered as described above.	
7	Local community empowerment – delivered as described above.	
8	Publicity & increased awareness of local services and contacts – delivered as described above.	
9	Community ecotourism product development – delivered as described above.	
10	Community marketing materials – delivered as described above.	
11	Local services and entrepreneurship marketing materials – delivered as described above.	
12	Opportunities for local entrepreneurs to garner more business – delivered as described above, but involving people who have very little professional experience or real business set up. Basically these are people who require supplementary incomes, and they were able to achieve this through the contacts that we've made and nurtured during the project duration.	
13	Local guide training – delivered as described above.	
14	Guide learning trips - – delivered as described above.	
<b>Were all the Activities completed as planned? If not, please explain.</b> <i>This was answered in the section above as 'milestones' (?)</i>		
<b>Planned Activities</b> <sup>3</sup>	<b>Progress</b> <i>Delivered / On track / Not delivered / Not on track</i>	<b>R/A/G</b>
<b>Was the project completed on Budget?</b>		
<b>Planned total Cost</b>	<b>Actual Total Cost</b>	<b>Variance</b> <i>(difference between planned and actual costs)</i>
\$10,000 (RM30,000)	\$10,082.33 (RM30,246.98)	\$82.33 (RM246.98)
<b>Please explain any variance in planned and actual expenditure, where the difference is greater than 5%.</b>		
<p><b>Yes</b>, the project was on budget but did not exactly follow the estimated budget in the proposal. As events unfolded and opportunities arose, we spent more or less on individual items but kept the overall budget in mind. This was especially relevant to the Guide training and learning trips – because there was an opportunity to learn from how things were done in Singapore by the Seagrass Watch group in Chek Jawa &amp; Labrador, we took up that option instead of taking the</p>		

<sup>3</sup> Only list the activities (from the approved Project Proposal Form) which were not delivered as planned

youth to other intended venues such as Kranji and Sg Buloh. The Seagrass Watch group's work is also more relevant as it is more science-based (like our programmes) and the tourism element could be derived from there. Other unexpected local opportunities also arose and we thus diverted the funds there. In terms of publicity, instead of doing newsletters and posters, we thought it would be more useful to community income generation to do a website and tourism brochures. These have actually since proved their worth. The tours were also planned at a very basic level. In the end, because we were able to engage with agencies and other organisations beyond our expectations, we ended up with more tours – and for some we covered boat costs, while for others we covered refreshments (depending on what the visiting organisation was willing to pay). Our initial plan was to cover all the tour costs. But in this way we were able to stretch the budget. We did not put in a fee for report writing.

**What evidence do you have that the benefits of the project will be sustained? Please describe.**

It is clear that this is just the beginning. The support that we have now is clearly for at least the next few years as these parties are mobilising for long-term sponsorship and community engagement plans, as well as getting the land for the Nature & Heritage Centre. With the community more assured of itself and empowered to negotiate as participants, not recipients, they will continue to try to find the benefits for themselves. We've also developed good relationships with people who can continue to support the work by the community at least for the near future, after which the community should be able to continue to develop other relationships to keep them going. The sponsorship has also shown that supplementary incomes are possible through these efforts and this will drive the community to push themselves to achieve set goals and continue to work with 'outsiders' for their own benefit. The Kelab Alami approach is to nurture young local people to takeover the running of all these activities. Several are now working fulltime on these projects and the fishermen and local women are also slowly being roped in to support the effort. With this nurturing there is a strong possibility that they will be able to sustain this effort – unless they are totally displaced as a result of development plans.

**What were the three main lessons identified that could be applicable to running this type of project again?**

1. To ensure that the community is able to participate in CSR as equal partners and have the ability and confidence to put forward their needs, wants and voice
2. To find the right people from within each organisation who can push for results and positive outcomes from within
3. To find a solution or collaboration where everyone wins and is able to meet their own goals and needs

**We would welcome your feedback and comments on ACN procedures and systems in relation to the project**

You've all been very kind and helpful thus far (and very patient with us). We truly appreciate your being willing to step in and help when we were at a stage where we thought we had to bring everyone together at a single platform to talk about the community. Unfortunately this fizzled because IRDA moved too slowly but because of the success we had in negotiating the PESISIR programme (which was supposed to have led to that meeting), we were able to engage separately with the potential participants and we achieved our goals anyway. We'd love to have ASEAN CSR come over for a guided walk to see the outcome of your contribution – do let us know if you'd like to visit.

**Signature**



**Name**

Serina Rahman

**Position**

Kelab Alami co-founder/ Principal Advisor

**Date**

7<sup>th</sup> February 2017

Please now pass this to the Project Coordinator

<b>Project Coordinator</b>	
<b>Are you satisfied that this report is fair and accurate?</b>	Yes / No <i>(delete as appropriate)</i>
<b>Is there a key lesson that ACN has learned from this Project? Please describe</b>	
<b>Following completion of the project, what are the next steps?</b>	
<b>Signature</b>	
<b>Name</b>	
<b>Position</b>	
<b>Post</b>	
<b>Date</b>	

<b>ACN Program Director: Please add your assessment of the effectiveness of the project</b>

Photos of activities throughout the project duration (where available as our laptop crashed):



*Fishermen getting involved in ecotourism – new development in tour package*



*Youth & community capacity-building workshops resulting from IRDA engagement (held within the village as well as at external venues)*



*Presenting at the ERE workshop for state agencies and businesses*



*Learning opportunities provided as a result of engagement with UTHM and the Johor Tourism Association (science workshops, congress and tourism workshops)*



*Youth training for tourism development (guiding & new packages) and business – facilitated by older members of the community or invited guests*



*Engagement with universities, local agencies, businesses through Guided Walks and talks*



*Learning journey to Chek Jawa, Labrador Park & NUS with Seagrass Watch Singapore*