

Impact Spotlight

Southern Cardamom REDD+ Project
Q1 2022

**EVER
LAND**



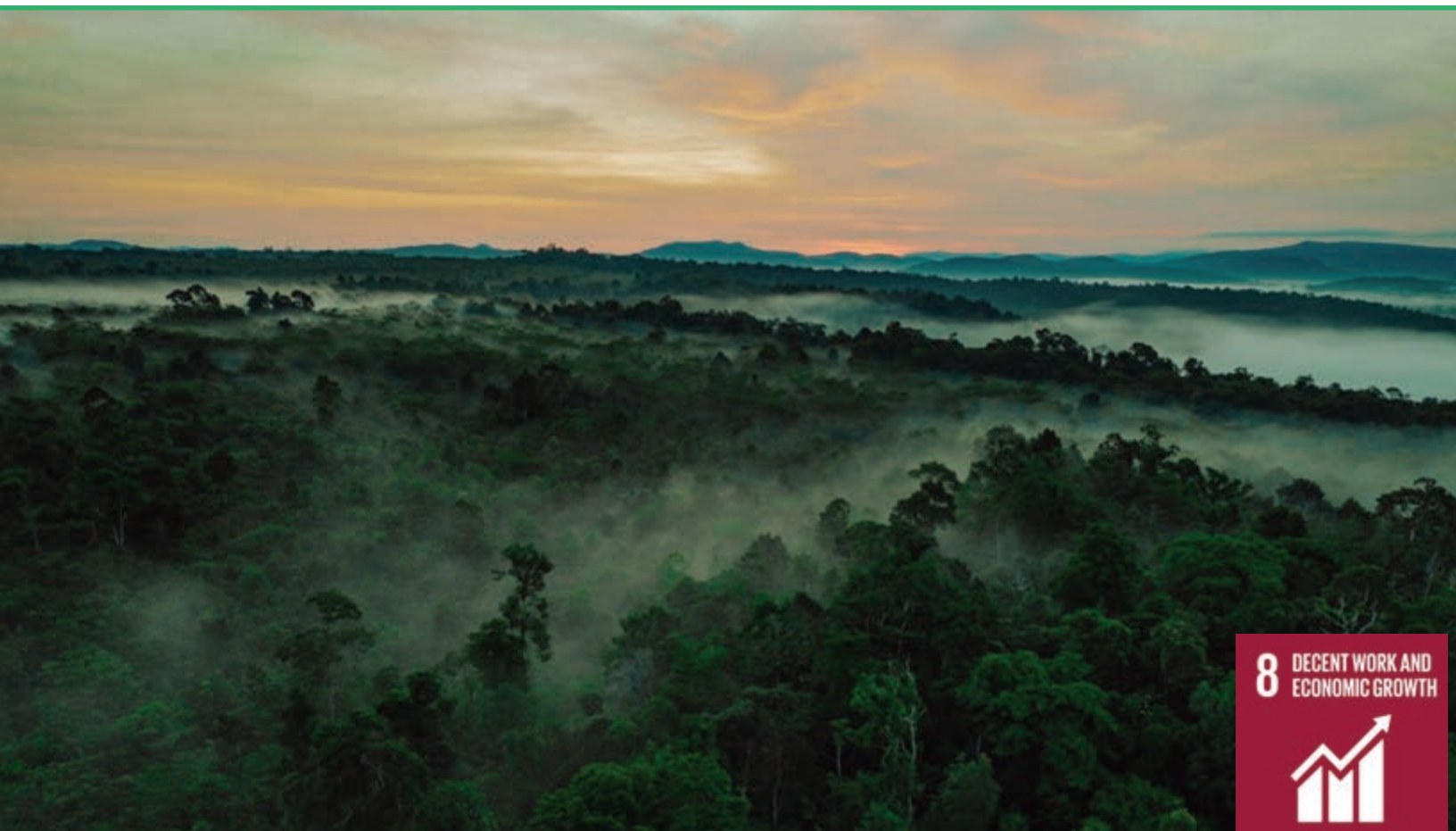
**WILDLIFE
ALLIANCE**



SPOTLIGHT SUMMARY

When Wildlife Alliance began working in the Cardamom Mountains of Cambodia two decades ago, the remote commune of Chi Phat was known as a hub of wildlife smuggling and illegal logging. An appraisal of the region's resources and economic development options spotlighted tourism as the best opportunity to preserve the vulnerable ecosystem and partner with communities to provide a better livelihood.

The project has since worked with local communities to help develop successful community-based ecotourism projects in Chi Phat and Stung Areng with the aim to raise the standard of living for communities and to reduce deforestation and the depletion of endangered wildlife in the Southern Cardamom Rainforest. 250 families of the poorest, landless farmers of the Cardamoms are participating and earning revenues from this project.



8 DECENT WORK AND
ECONOMIC GROWTH





KEY ACTIVITIES

Wildlife Alliance started working with the Chi Phat community to develop Community-Based Ecotourism (CBET) in 2007. Together, they went through a community visioning method called the Appreciative Participatory Planning and Action (APPA) process.



APPA is a way to implement community-based tourism, created by the Mountain Institute. It's a participatory process that focuses on engaging the community to be actively involved in every step of the planning and execution, and is applied in four steps known as the 4Ds: discover, dream, design and delivery.

- ✔ **Discover:** market analysis to identify and gather assets
- ✔ **Dream:** imagine best community-based tourism opportunities
- ✔ **Design:** viable products and activities created
- ✔ **Delivery:** project carried out, ongoing evaluation and engagement



KEY ACTIVITIES

In August 2008, Chi Phat officially welcomed the arrival of its first tourists who signed up for forest trekking and wildlife viewing. In 2016, Wildlife Alliance used the same APPA process to support the establishment of the Stung Areng Community-Based Ecotourism (STAR-CBET) as an ecotourism destination. In January 2017, STAR-CBET officially welcomed the arrival of tourists. These two CBETs have received financial support from the Southern Cardamom REDD+ Project for capacity building and forest and biodiversity protection. The two main avenues of support include a) infrastructure investment and b) capacity building:

INFRASTRUCTURE

Chi Phat-CBET

- 150km of forest trails with 4 camp sites
- 1 Visitor Centre with restaurant, tourism booking office, exhibition room, meeting room and bar
- 50 mountain bikes
- 76 motorbike helmets and 2 motorbikes
- 11 kayaks
- 70 sets of camping and trekking gear
- 51 tents and 25 pieces of tarpaulin tents for camping
- 19 guesthouses, 16 homestays, 3 bungalows, 1 ecolodge
- Retrofitting of 2 large boats, 9 medium boats and 15 rowing boats
- Retrofitting of main road
- 1 mechanical buffalo with cart for waste collection
- 1 pumping generator and 1 electrical generator
- Establishment of waste management service

STAR-CBET

- 200km of forest trails
- 3 sub-Visitor Centers with restaurants, tourism booking office, exhibition room and meeting room
- 55 mountain bikes
- 22 sets of homestay materials and equipment
- 15 life jackets
- 3 sets of restaurant equipment
- 76 sets of camping and trekking gear; 51 tents
- 76 motorbike helmets and 40 bicycle helmets
- 22 sets of solar panels for homestays
- 2 motorbikes
- Office supplies (laptop, printer, desks, chairs)
- Start-up financial support to CBET Committee members

CAPACITY BUILDING

- Housekeeping
- Nature guiding
- First aid
- Hospitality
- Cooking
- Financial literacy
- Community patrols
- Marketing
- Booking website



Members of the Chi Phat-CBET outside a visitor centre



MILESTONES



One of the most significant differences this initiative has had on the communities of Chi Phat and Stung Areng is the incredible transformation of former slash and burn farmers, poachers and loggers into active members of community based ecotourism, working together to protect endangered wildlife and conserve the forest.

- ✔ 650 families (3,250 people) received direct and indirect benefits from CHI PHAT-CBET
- ✔ 487 families (2,435 people) received direct and indirect benefits from STAR-CBET
- ✔ 200% of increased revenues and
- ✔ 100% reduced slash and burn practice
- ✔ 60% reduced wildlife poaching



AWARDS

The Chi Phat-CBET has won several prestigious awards and recognition for their work:

- ✔ On December 13, 2014, they won the national tourism award **Clean City, Clean Resort, Good Service and Good Hospitality** for 2014-2015 from the Ministry of Tourism. Among all communities and resorts in Cambodia, Chi Phat was the only one to receive the Flags Award grade "B" (no one has yet received Grade "A").
- ✔ On September 22, 2015, won "**Outstanding Award for Eco-Business**" from the Prime Minister.
- ✔ On February 23, 2015, won "**Dubai International Award for Best Practice**".
- ✔ Lonely Planet Cambodia 2010 recognized **Chi Phat as a model for other CBET projects** and delegations from around Cambodia now come here to see how it's done.
- ✔ Thanks to effective forest protection and biodiversity conservation, Koh Kong province is attracting more and more national and international tourists and has been rated since 2010 by Lonely Planet international travel guide as one of the **Top Ten Eco-Destinations in the World**.

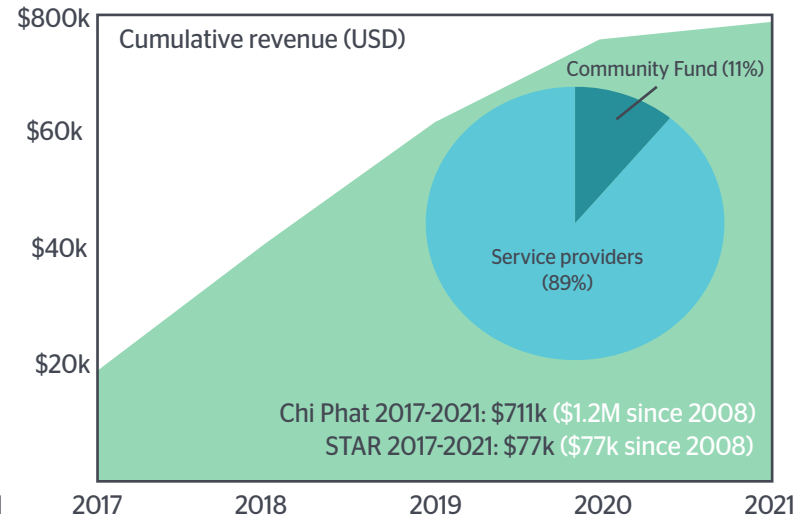
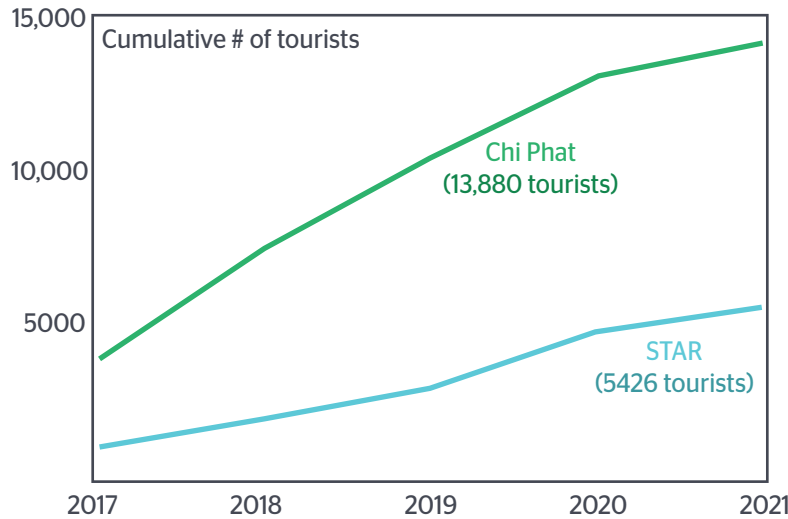
STAR-CBET has won a lot of prestigious awards and recognition.

- ✔ "2019-2021 **Outstanding Award for Eco-Business**" from the Prime Minister.
- ✔ "2019-2021 **ASEAN Community Based Tourism Standard**".
- ✔ "2019-2020 **Best Ecotourism Award**" from the Ministry of Tourism.
- ✔ "2018-2019 **Best Ecotourism Award and Certificate**" from the Ministry of Tourism.
- ✔ In 2007, Wildlife Alliance started working with the community of Chi Phat to develop community ecotourism through the APPA process.
- ✔ In August 2008, **Chi Phat officially welcomed the arrival of tourists**.
- ✔ In 2016, Wildlife Alliance used the same APPA process to support establishment of Stung Areng Community-Based Ecotourism (STAR-CBET) as an ecotourism destination.
- ✔ In January 2017, STAR-CBET officially welcomed the arrival of tourists.

These two CBETs have received financial support from the SCRPs for capacity building and forest and biodiversity protection.



Number of Tourists and Community Revenues Per Year





CURRENT NEWS



Since the onset of the Pandemic, Cambodia saw a drop of over 80% in international tourism, with a significant effect on tourism businesses and direct jobs in the tourism industry.

In Q1 2022, thanks to the early adoption of a robust Tourism Promotion and Recovery Plan, the country was well prepared to welcome travelers en masse once again.

On March 17, 2022, the Government of the Kingdom of Cambodia officially announced that it was reopening to international tourists and travelers who are fully vaccinated. With this, the project is hoping that tourists will come back to Chi Phat and Areng to enjoy the nature and beautifully pristine landscape.



THE FUTURE



Chi Phat and Chhay Areng have become well known in Cambodia, and globally, encouraging more people from around the world to fall in love with nature and the beauty of the Cardamoms. Through this successful model of community-based ecotourism, community members are stopping their reliance on the forest and becoming actively engaged in its protection.

The future ambition of this initiative is that the CBETs will stand on their own with sustainable financing from ecotourism services and products allowing for the CBET committees to completely manage themselves. To achieve this goal, the project will continue to build capacity in business and entrepreneurship, investment and finance as well as website development and learning english.