



# PROJECT IDENTIFICATION FORM (PIF)

PROJECT TYPE: Medium-sized Project

TYPE OF TRUST FUND: GEF Trust Fund

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## PART I: PROJECT INFORMATION

Project Title:	Mainstreaming biodiversity conservation and sustainable management in priority Socio-ecological Production Landscapes and Seascapes (SEPLS)		
Country(ies):	Global	GEF Project ID:	5784
GEF Agency(ies):	Conservation International	GEF Agency Project ID:	
Other Executing Partner(s):	Conservation International Japan, Institute for Global Environmental Strategies (IGES), United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS)	Submission Date:	March 20, 2014
GEF Focal Area (s):	BD	Project Duration (Months)	48 months
Name of parent program (if applicable):		Project Agency Fee (\$):	171,810
	<ul style="list-style-type: none"> <li>• For SFM/REDD+ <input type="checkbox"/></li> <li>• For SGP <input type="checkbox"/></li> <li>• For PPP <input type="checkbox"/></li> </ul>		

### A. INDICATIVE FOCAL AREA STRATEGY FRAMEWORK:

Focal Area Objectives	Trust Fund	Indicative Grant Amount (\$)	Indicative Cofinancing (\$)
BD2	GEFTF	1,909,000	5,800,000
(select) (select)	(select)		
(select) (select)	(select)		
(select) (select)	(select)		
(select) (select)	(select)		
(select) (select)	(select)		
(select) (select)	(select)		
(select) (select)	(select)		
(select) (select)	(select)		
Total Project Cost		1,909,000	5,800,000

### B. INDICATIVE PROJECT DESCRIPTION SUMMARY

<b>Project Objective:</b> To mainstream conservation and sustainable use of biodiversity and ecosystem services, while improving human well-being in priority Socio-Ecological Production Landscapes and Seascapes (SEPLS)						
Project Component	Grant Type	Expected Outcomes	Expected Outputs	Trust Fund	Indicative Grant Amount (\$)	Indicative Cofinancing (\$)
<b>1. Enhanced conservation and sustainable use of biodiversity and ecosystem services in priority SEPLS</b>	TA	- At least 60,000 ha. of landscapes and seascapes management effectively improved, including: <ul style="list-style-type: none"> <li>o At least 10,000 ha of production landscape, of which 3,000 ha. of forest ecosystems</li> <li>o Connectivity, buffering</li> </ul>	1.1 A diverse set of at least 10 threatened SEPLS sites, located in a variety of landscape and seascape types around the world, is selected, and maintained, restored and/or revitalized	GEFTF	1,000,000	1,300,000

<p><b>through investing in demonstration projects</b></p>		<p>and/or ecological sustainability enhanced for at least 50,000 ha. of protected areas located in the vicinity of SEPLS as a result of improved management of the SEPLS</p> <p><u>Note:</u> Existing SEPLS indicators will be reviewed and adapted to monitor progress; final breakdown among ecosystem types will depend on site selection, with many sites expected to consist of a mosaic of ecosystems.</p> <ul style="list-style-type: none"> <li>- Traditional knowledge related to SEPLS management and natural resource use is assessed, utilized, and enhanced</li> <li>- Improved site-level conservation status of at least 20 globally threatened species</li> <li>- Improved livelihoods and scenarios of local communities living in at least 10 SEPLS, including indigenous peoples, women and other vulnerable groups, due to more sustainable flows of ecosystem goods and services</li> <li>- At least three sectoral, land use, or development plans incorporate or enhance mainstreaming efforts as a result of project</li> </ul>	<p>1.2 Demonstrated positive impacts on short- and medium-term livelihoods and scenarios facing local communities within the demonstration SEPLS</p> <p>1.3 Demonstrated mainstreaming of biodiversity in sectoral, land use and / or development plans of areas encompassing selected demonstration sites</p>			
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<p><b>2. Improved knowledge generation and management to increase understanding, raise awareness and promote mainstreaming biodiversity in production landscapes and seascapes.</b></p>	<p>TA</p>	<p>- Enhanced global knowledge management platform, is widely used /accessed to generate and synthesize knowledge related to mainstreaming biodiversity conservation and sustainable use</p> <p>-Replication and adoption of SEPLS management and landscape/seascape approaches in different countries and areas, through the use of knowledge management platform and its products</p>	<p>2.1 Identification and effective monitoring of priority SEPLS globally, based on existing studies and methods (such as KBAs, IBAs, etc).</p> <p>2.2 Knowledge products, including analyses of at least 100 case studies including GEF-funded demonstration activities, tools, models,, policy analysis / policy briefs and best practice guidelines related to the development, implementation and management of sustainable SEPLS developed and published</p> <p>2.3 Knowledge products and toolkits widely disseminated to practitioners through the global knowledge management platform, innovative communication channels, and relevant international fora including CBD conferences, IUCN and UN SDGs related events</p>	<p>GEF TF</p>	<p>256,280</p>	<p>1,050,000</p>
<p><b>3. Improved inter-sectoral collaboration and capacities to maintain, restore and revitalize social and ecological values in priority SEPLS</b></p>	<p>TA</p>	<p>- Increased capacity of multi-sectoral stakeholders, including national and international decision makers and practitioners, to mainstream biodiversity conservation and sustainable management</p> <p>- Multi-sectoral and/or cross national/regional collaboration on SEPLS management significantly enhanced among organizations, communities, and practitioners</p> <p>- Increased capacity of at least 50 stakeholders as leaders for promoting SEPLS and mainstreaming biodiversity in landscapes and seascapes.</p>	<p>3.1 At least 500 stakeholders trained in regional and global workshops and with increased knowledge on effective tools and best practices for mainstreaming biodiversity in landscapes and seascapes</p> <p>3.2 Awareness raising to facilitate mainstreaming the conservation and sustainable use of biodiversity into production landscapes and seascapes</p>	<p>GEF TF</p>	<p>500,000</p>	<p>2,650,000</p>
<p style="text-align: right;">Subtotal</p>					<p>1,756,280</p>	<p>5,000,000</p>

Project Management Cost (PMC) <sup>1</sup>	(select)	152,720	800,000
Total Project Cost		1,909,000	5,800,000

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

Sources of Cofinancing	Name of Cofinancier	Type of Cofinancing	Amount (\$)
Multilateral	United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS)	Cash	4,000,000
Multilateral	Institute of Global Environmental Strategies (IGES)	In-kind	200,000
GEF Agency	Conservation International	Cash	1,600,000
<b>Total Cofinancing</b>			<b>5,800,000</b>

**D. INDICATIVE TRUST FUND RESOURCES (\$) REQUESTED BY AGENCY, FOCAL AREA AND COUNTRY<sup>1</sup>**

GEF Agency	Type of Trust Fund	Focal Area	Country Name/Global	Grant Amount (\$) (a)	Agency Fee (\$) (b) <sup>2</sup>	Total (\$) c=a+b
CI	GEFTF	BD2	Global	1,909,000	171,810	2,080,810
(select)	(select)	(select)				0
(select)	(select)	(select)				0
(select)	(select)	(select)				0
<b>Total Grant Resources</b>				<b>1,909,000</b>	<b>171,810</b>	<b>2,080,810</b>

<sup>1</sup> In case of a single focal area, single country, single GEF Agency project, and single trust fund project, no need to provide information for this table. PMC amount from Table B should be included proportionately to the focal area amount in this table.

<sup>2</sup> Indicate fees related to this project.

**E. PROJECT PREPARATION GRANT (PPG)<sup>2</sup>**

Please check on the appropriate box for PPG as needed for the project according to the GEF Project Grant:

	<u>Amount</u> <u>Requested (\$)</u>	<u>Agency Fee</u> <u>for PPG (\$)<sup>3</sup></u>
• No PPG required.	<u>    -- 0--    </u>	<u>    --0--    </u>
• (upto) \$50k for projects up to & including \$1 million	<u>                    </u>	<u>                    </u>

<sup>1</sup> To be calculated as percent of subtotal.

<sup>2</sup> On an exceptional basis, PPG amount may differ upon detailed discussion and justification with the GEFSEC.

<sup>3</sup> PPG fee percentage follows the percentage of the GEF Project Grant amount requested.

- (upto)\$100k for projects up to & including \$3 million 65,000 5,850
- (upto)\$150k for projects up to & including \$6 million \_\_\_\_\_
- (upto)\$200k for projects up to & including \$10 million \_\_\_\_\_
- (upto)\$300k for projects above \$10 million \_\_\_\_\_

**PPG AMOUNT REQUESTED BY AGENCY(IES), FOCAL AREA(S) AND COUNTRY(IES) FOR MFA AND/OR MTF PROJECT ONLY**

Trust Fund	GEF Agency	Focal Area	Country Name/ Global	(in \$)		
				PPG (a)	Agency Fee (b)	Total c = a + b
GEFTF	CI	BD	Global	65,000	5,850	70,850
(select)	(select)	(select)				0
(select)	(select)	(select)				0
<b>Total PPG Amount</b>				65,000	5,850	70,850

MFA: Multi-focal area projects; MTF: Multi-Trust Fund projects.

## PART II: PROJECT JUSTIFICATION

### A. PROJECT OVERVIEW

#### A.1. Project description

##### GLOBAL ENVIRONMENTAL PROBLEMS, ROOT CAUSES AND BARRIERS

While global conservation initiatives typically focus on protection of pristine natural areas and other high conservation value areas, designating protected areas alone cannot be expected to ensure global biodiversity. The sustainable management of cultivated systems, secondary forests and other production landscapes is essential to maintaining biodiversity levels outside of protected areas while also providing for vital connectivity between such areas. Today, cultivated systems cover 24% of the global terrestrial surface (Millennium Ecosystem Assessment, 2005) and include all the earth's cropland, shifting cultivation, confined livestock production, and freshwater aquaculture together.

In 2010, the International Partnership for the Satoyama Initiative (IPSI) was launched by 51 founding members in order to maintain or enhance biodiversity levels in environments that are “human-influenced” although not “human-dominated”, the latter including industrial or monoculture farms that are of little value to biodiversity. These human-influenced environments, in which human activities and nature co-exist, are termed “socio-ecological production landscapes and seascapes” (SEPLS). The term is meant to highlight the important role that social and ecological factors play in shaping and sustaining areas where production activities are undertaken.

SEPLS can be found around the world and recognized by a variety of names—*muyong* in the Philippines, *kebun* in Indonesia and Malaysia, *mauel* in Korea, *dehesa* in Spain, and *terroir* in France and *satoyama* in Japan. They represent dynamic mosaics of habitats and land uses where harmonious interaction between people and nature maintains biodiversity while providing humans with the goods and services needed for their livelihoods, survival and well-being.

A frequently observed factor in SEPLS management, particularly in developing countries, is the continuing importance of traditional knowledge, which has historically sustained—and continues to sustain—these landscapes and seascapes, often in combination with modern practices. Identifying opportunities for merging traditional and modern approaches is critical not only for promoting culturally sensitive—and effective—sustainable management, but also for safeguarding the traditional knowledge systems that may otherwise be lost.

SEPLS make significant contributions to the achievement of conserving globally significant biodiversity and national sustainable development objectives. They provide important habitat and connectivity for genes, species and ecosystems. However, these landscapes and seascapes—and the sustainable practices and knowledge they embody—are increasingly threatened. Measures are urgently needed to conserve and ensure the sustainability of these human-influenced natural environments, particularly in areas with globally significant biodiversity.

The threats to biodiversity in SEPLS vary greatly from region to region. The primary threat is from conversion due to rapid urbanization and development. However, biodiversity is also being lost due to overuse, land marginalization, and ultimately land abandonment. Land degradation is often avoidable by applying traditional knowledge to the socio-ecological landscapes, yet traditional methods of agriculture are increasingly eschewed as societies shift to intensive production methods and volumes. Once traditional practices disappear, they may be lost forever.

Biodiversity loss in SEPLS often occurs as a result of a shift to monocultural cultivation. Increased use of agricultural chemicals and fertilizers leads to greater environmental loads, resulting in a further reduction in species diversity, as well as reduced capacity to adapt to changes and disturbances. In the face of projected climate change and current weather anomalies, SEPLS converted to monoculture are particularly vulnerable to becoming inhospitable landscapes.

Underlying causes of biodiversity loss in SEPLS include poverty and rapidly expanding populations in urban areas, which have dramatically increased the demand for fuel and food production in peri-urban areas where SEPLS are dominant. Urbanization, industrialization, aging societies and rural depopulation have changed the balance between people and nature, resulting in the decline of many SEPLS as people migrate to cities. The combined pressures of population and urbanization, although site- and culture-specific, have eroded the sustainability and ecosystem services of SEPLS, with an adverse effect on biodiversity.

There are a number of barriers hindering the goal of ensuring ongoing conservation and sustainable use of SEPLS. Ecosystem services are often ignored in economic decision making, including land use planning. The values of ecosystem services are rarely considered in economic decision-making, partly due to difficulties in quantifying these values. Often, the ecosystem service values of SEPLS are unknown to decision-makers and stakeholders until these services are gone, as in the case of a cloud forest that condenses moisture on its leaves, filters groundwater, and helps to prevent erosion, yet which is only valued for its timber.

An additional barrier, nearly universal across SEPLS regardless of location, is the insufficient recognition of their value—particularly that of the sustainable practices and the traditional knowledge that they support. There is also an inherent difficulty in sharing traditional knowledge among SEPLS, due to the site-specific nature of traditional techniques. These challenges underlie the relative lack of financial mechanisms to “reward” caretakers of the landscapes or seascapes, who provide many benefits to people living outside of their immediate area. While some useful attempts are being made, private sector involvement in these schemes is also limited. Such policies require extensive political will, together with a progressive society that is not steeped in poverty. In general, whenever there are income disparities between rural and urban livelihoods, SEPLS are prone to be selected against.

#### THE BASELINE SCENARIO AND ASSOCIATED BASELINE PROJECTS

While there are a number of global platforms to promote protected areas and conservation of biodiversity, platforms related to sustainable use of biodiversity in production landscapes and seascapes are limited. Examples include: areas protected under IUCN Category 5; World Cultural Heritage Sites; Biosphere Reserves; Globally Important Agricultural Heritage Systems; and Indigenous and Community Conserved Areas.

The Satoyama Initiative aims to raise global interest and recognition on the importance of sustainable use of biodiversity and mainstreaming biodiversity in production landscapes and seascapes, through the concept of SEPLS including their role in supporting connectivity/corridor conservation across wider landscapes by making linkages between protected areas. The IPSI was launched at COP10 to the CBD as a global platform which aims to facilitate and accelerate the implementation of activities under the Satoyama Initiative. The Secretariat is housed in the United Nations University Institute for the Advanced Study of Sustainability.

IPSI a globally open network for all stakeholders of SEPLS committed to promoting and supporting SEPLS for the benefit of biodiversity and human well-being. IPSI’s primary concerns are to foster synergies, maximize resources, and foster a mutual strengthening through the implementation of the respective activities of partner organizations.

As of March 2014, IPSI has grown to include 158 diverse member organizations with activities in countries around the world and spanning a broad range of sectors, including government, private sector, multilateral and bilateral organizations, CSOs, indigenous peoples, and academic and research institutions. A number of promising partnerships are beginning to emerge from this collaboration.

Conceptual work on SEPLS under the Satoyama Initiative has included two UNU-IAS Policy reports on SEPLS—“Relevance to the Green Economy Agenda” and “Indicators of Resilience in SEPLS”—along with a March 2013 IGES report on “Mainstreaming sustainable use of biodiversity in production landscapes and seascapes”.

The broad baseline of this proposed GEF-financed project includes the diverse initiatives undertaken already by countries, CSOs, and others (many of them also members of IPSI) in relation to the management of SEPLS globally, including projects supported by CI to promote sustainable agroforestry

in buffer zones of protected areas such as the conservation coffee project in Alto Mayo Protected Forest in Peru. More specifically, the project will build on, and coordinate with, the ongoing and planned initiatives of the IPSI, which include the following:

- **International Partnership for the Satoyama Initiative (IPSI) (2010-):** IPSI has a budget of about \$1,000,000/year and is funded by the Japanese Ministry of Environment (MOEJ). The goal of IPSI is to serve as a platform for sharing of information and experiences on SEPLS from around the world, with the objective of implementing the Satoyama Initiative. Instrumental to this objective is the “IPSI Plan of Action: 2013-2018”, which highlights priority actions based on the IPSI Strategy, as well as the mechanisms needed to implement those actions.
- **Satoyama Development Mechanism (SDM) (2013-):** SDM has a total budget of \$100,000 and is funded by MOEJ and IGES. The objective is to provide grants as seed funding to promising projects that demonstrate good practices.
- **Resilience indicator development (2010-):** With a budget of \$100,000/year and implemented by Bioversity International, UNDP, and IGES, this initiative is intended to provide a tool to assess and understand the resilience of the target landscapes and seascapes.
- **Regional workshops (2013-):** These workshops are included in the budget of the IPSI and are funded by the MOEJ and host organizations, with the objective of capacity building and information sharing among those interested and working in SEPLS; open to all interested.
- **Global conferences (2011-):** These conferences are included in the budget of the IPSI and are funded by the MOEJ and host organizations. The global gathering of IPSI members and fora open to public are intended to discuss SEPLS-related issues.
- **Collaborative Activities (2011-undetermined):** There are currently there are 29 Collaborative Activities (activities conducted by more than one organization, endorsed by the Steering Committee of IPSI).

IPSI has convened several global and regional conferences and workshops, which increased interest and recognition on the importance of SEPLS, and in turn on mainstreaming biodiversity in production landscapes and seascapes among the decision makers, practitioners, indigenous peoples and local communities and others. It has also developed numbers of analytical knowledge products, including based on case studies from members—over 60 such studies have been received to date—and making them available freely online. However, this global platform has yet to realize its full potential to generate and exchange knowledge and to create synergy among the different stakeholders. Without additional investment, the on-the-ground impacts as well as uptake of lessons from these activities may continue to be limited, while recognition of the value of SEPLS may be too late to counter the adverse pressures of urbanization, agricultural intensification, and others.

#### PROPOSED ALTERNATIVE SCENARIO

To address gaps identified in the baseline, this GEF project proposes to expand the existing funding mechanism and knowledge-sharing mechanism under three components, as described below

#### **Component 1: Enhanced conservation and sustainable use of biodiversity and ecosystem services in priority SEPLS**

*Component 1 will focus on field-level demonstration activities to be implemented at SEPLS. On-the-ground activities at ten or more selected sites will aim to improve the status of the targeted SEPLS. Lessons from these activities will also be captured and incorporated into a developing knowledge base for improved management of SEPLS (see Component 2). The critical roles of indigenous peoples, women and other vulnerable groups in SEPLS will gain further recognition and respect through the activities of these demonstrations.*

At least ten (10) diverse proposals that demonstrate ability (including co-financing sources) will be selected to deliver the expected results for the funding size of USD50,000-100,000. This component will build on and utilize the existing Satoyama Development Mechanism (SDM)—an existing joint funding



mechanism of the Ministry of the Environment of Japan, IGES and UNU-IAS. This arrangement will streamline the process and enable synergies between the GEF funding and baseline activities. Compared to the existing SDM, the grants from this GEF project will have larger funding size with more targeted scope, but they will be complementary in addressing the issues facing SEPLS. Funded projects will make interim and final reports to the SDM Secretariat and will share findings and updates with broader audiences at global or regional workshops in Component 3, as relevant and appropriate.

Proposals will be assessed using detailed criteria for site selection (to be finalized during the PPG), which will build on criteria developed for the first round of projects supported under the SDM. Key criteria to be developed will relate to: (i) global biodiversity significance, (ii) innovativeness, (iii) traditional knowledge elements and ability to fill knowledge gaps at global level (taking account of, *inter alia*, GEF project mainstreaming experience), with particular consideration for those held and managed by women (iv) urgency of threats, (v) replication potential, including relevance for sustainable commodity production and/or other important land uses within the country in question, (vi) relevance to goals and objectives of NBSAPs, (vii) contribution to set diversity and balance (i.e. the overall cohort of selected sites will be designed to provide maximum demonstration value through a within-set diversity in terms of global distribution, ecosystem types, threats and intervention types), (viii) conform with the objectives of the IPSI Strategy, and ix) eligible countries for GEF funding.

These projects at selected sites will be designed to improve the status of the targeted SEPLS, and to have a demonstration effect to promote and replicate the lessons and tools from those activities through the knowledge platform under component 2. In order to monitor progress at the sites, the project will review and adapt the existing SEPLS sustainability indicators.

## **Component 2: Improvement of knowledge generation and management to increase understanding, raise awareness and promote sustainable management of SEPLS**

*Component 2 will generate and synthesize knowledge related to SEPLS management. It will help to document and disseminate good practices, including traditional knowledge and practices of indigenous peoples and local communities, for management of SEPLS, before they are lost. This knowledge will be brought together with modern management techniques to create best practice guidelines and tools for mainstreaming conservation and sustainable use of biodiversity into the management of SEPLS. Site-level knowledge will be generated from three main sources: (i) pilot demonstration sites (see Component 1); (ii) IPSI member case studies, and (iii) global priority SEPLS (see Output 2.1). In addition to being made available online and other innovative tools, knowledge products will be disseminated and used as the basis for capacity building under Component 3.*

The purpose of this component is to contribute to improved management of SEPLS by strengthening the global knowledge platform, particularly its ability to generate and synthesize knowledge, develop best practice guidelines and disseminate tools for mainstreaming conservation and sustainable use of biodiversity at the landscape and seascape levels. It also serves to further promote recognition and importance of mainstreaming biodiversity among decision makers, private sectors, and other key stakeholders who are involved in the management of these landscapes and seascapes. It is both critical and urgent to document good practices, including the traditional knowledge and practices in SEPLS by indigenous peoples, before they are lost. This will be undertaken—in culturally sensitive formats by following the relevant international agreements (including the CBD Article 10c)—in order to disseminate this knowledge for replication.

Key activities will include:

- Identification and effective monitoring of priority SEPLS globally, based on existing studies and methods (such as KBAs, IBAs, etc), which provide multiple benefits to biodiversity conservation, including protecting as buffers to the priority conservation sites from external pressures, protecting biodiversity in SEPLS themselves, and increasing connectivity of biodiversity “patches”.

- Knowledge products to promote sustainable SEPLS management, including tools, models, case studies, policy analysis and policy briefs, best practice guidelines, and other materials on the development, implementation, and management of sustainable SEPLS. These products will include information materials such as brochures, videos, and powerpoint slides to facilitate better understanding and dissemination through the global knowledge management platform, innovative communication channels, and relevant international fora including CBD conferences, IUCN World Conservation Congress, and UN SDGs related events. This would also include development and refining of relevant indicators and their toolkits to effectively monitor and engage communities for SEPLS management.

### **Component 3: Improved inter-sectoral collaboration and capacities for maintaining, restoring and revitalizing social and ecological values in priority SEPLS**

*The final component is designed to raise awareness and build capacities of key national and international level decision makers, practitioners and other stakeholders regarding the importance of SEPLS, as a key step in encouraging national-level action for sustainable use of biodiversity and mainstreaming biodiversity in production landscapes and seascapes. Through a series of thematic regional and global workshops, stakeholders will share experiences and lessons learned, while exchanging and building knowledge on key mainstreaming themes*

Awareness raising and capacity building of target stakeholder groups represents a final, essential step in bringing about improved management practices at SEPLS. As part of this process, as stakeholders come together, opportunities are created for developing regional and global-level consensus on thematic aspects of SEPLS management, while allowing flexibility based on different local situations. Thus, both capacities and consensus will be built regarding: (i) global-, national- and sub-national level prioritization of SEPLS; (ii) methods for capturing and sharing information on traditional knowledge conservation methods, (iii) elaboration of best practice guidelines and (iv) inter-sectoral co-ordination issues.

Key stakeholder groups to be targeted under this component include both government and civil society representatives, the latter including indigenous and local community representatives and private sector representatives. Capacities will be built in part through learning about the experiences and perspectives of other countries and multiple production sectors. The knowledge base developed under the project's first two components will be an important source of materials for this effort, while also benefiting from the open discussion of their findings. Together, these efforts will help to scale up the contribution of SEPLS towards fulfilling the objectives and targets of the UN Convention on Biological Diversity (CBD).

#### INCREMENTAL/ADDITIONAL COST REASONING AND EXPECTED CONTRIBUTIONS TO THE BASELINE

SEPLS provide important habitat and connectivity for genes, species and ecosystems, thereby making significant contributions to the achievement of conserving globally significant biodiversity and national sustainable development objectives. However, these landscapes and seascapes—and the sustainable practices and knowledge they embody—are increasingly threatened and concerted action is needed to reverse ongoing trends of conversion and degradation. Such action involves mainstreaming biodiversity conservation and sustainable use practices into the management of the production landscapes.

**Baseline Scenario:** One of the key areas of focus of global mainstreaming efforts in ecological networks and landscapes is improvement of land use practices within areas where human activities and biological corridors/buffer zones of core areas overlap. Inappropriate land-use practices in these regions not only leads to losses of ecosystem and global biodiversity within the corridors and buffer zones, but also cause significant negative impacts on core areas, including those that are legally protected.

Several initiatives and designations are currently being applied to support sustainable use of biodiversity in production landscapes and seascapes. These include areas protected under IUCN Category 5; World Cultural Heritage Sites; Biosphere Reserves; Globally Important Agricultural Heritage Systems; and Indigenous and Community Conserved Areas. However, within these initiatives, financial mechanisms to test and demonstrate results of sustainable SEPLS management, as well as to provide direct funding to

caretakers of SEPLS are limited. Support for key challenges such as improving management of SEPLS, exchange of best practices, lessons learnt, and traditional and indigenous knowledge, as well as coordination amongst SEPLS and stakeholders of SEPLS, is also quite limited. Without additional investment, the on-the-ground impacts as well as uptake of lessons from these activities may continue to be limited, while recognition of the value of SEPLS may be too late to counter the adverse pressures of urbanization, agricultural intensification, and others.

With respect to the efforts of the Satoyama Initiative, the following baseline scenario emerges related to the three project components:

- Existing efforts to **demonstrate approaches** to mainstreaming conservation and sustainability within priority SEPLS is currently limited to the existing SDM funding mechanism, which only focuses on small-scale initiatives generating local and national benefits of resource management and not necessarily aiming at generating global biodiversity benefits. Under current SDM funding guidelines, project is selected annually, and a maximum \$10,000 grant is issued per project.
- Support to **improvement of knowledge generation and management of SEPLS** is also limited. In the case of the Satoyama Initiative, the current SDM funding mechanism, with a limited operational budget of \$100,000/year, requires grantees to document their successfully implemented projects as Good Practices of the IPSI. The number, as well as diversity, of best practices are limited, and a thorough analysis of the best practices is lacking, making it difficult to effectively disseminate the best practices to global scale.
- **Fostering cross-sectoral collaboration and building capacity for maintaining, restoring and revitalizing social and ecological values in priority SEPLS:** Under the current SDM funding mechanism, as with components 1 and 2, the current budget is extremely limited in its ability to foster cross-sectoral collaboration and capacity building.

**Alternative Scenario:** If production land-use practices in ecologically important and fragile regions are better managed, they will not only help in the management of the buffer zones, including the sustainable use of biological resources in these regions, but they will also lessen human pressure on core ecosystems, improve ecological connectivity between core ecosystems, and promote conservation of biodiversity globally.

With reference to the three project components, the alternative scenario is as follows:

- With respect to **mainstreaming conservation and sustainable use of biodiversity and ecosystem services in priority SEPLS**, in the alternative scenario, GEF funding will provide an additional \$1 million to the existing SDM's \$100,000/year operating budget, allowing a substantial increase in the total grant budget, including an expected minimum 1-to-1 co-financing by the grantee. This will allow for effective management practices to be demonstrated within at least 10,000 ha of landscapes (including at least 3,000 ha. of forest ecosystems) and seascapes. Better management of these areas will contribute to better buffering, enhanced connectivity and increased ecological sustainability of at least 50,000 ha of neighboring protected areas. The site-level conservation status of at least 20 globally threatened species will be improved, as will livelihoods within local communities living in at least 10 SEPLS, including indigenous peoples, women and other vulnerable groups, due to more sustainable flows of ecosystem functions, goods and services. Protection and promotion of traditional and indigenous knowledge through the project will further contribute to supporting the local traditional and indigenous communities and people. At least three sectoral land-use or development plans will incorporate or enhance mainstreaming efforts as a result of the project. Finally, the initiatives will help to demonstrate the important role that SEPLS have in conservation, thereby paving the way for replication either by future GEF-funded initiatives or those of other organizations.
- As far as **knowledge generation and management of SEPLS**, GEF funding will provide increased and improved knowledge products that will be disseminated and utilized for management of SEPLS and mainstreaming biodiversity in general. These will include tools,

models, case studies, policy analyses and best practice guidelines, designed to raise awareness of the importance of SEPLS management. The grant will help to develop knowledge and promote knowledge-sharing regarding the SEPLS' concepts and practices globally to encourage conservation and sustainable land use; and to develop and strengthen ecosystem and social resilience against adverse changes in natural conditions within project communities.

- In the area of **cross-sectoral collaboration and capacity for maintaining, restoring and revitalizing social and ecological values in priority SEPLS**, GEF funding will allow at least 500 stakeholders—including key decision makers, members of the private sector and practitioners—to increase their knowledge of, and abilities to apply at site level, effective tools and best practices for mainstreaming biodiversity in their respective landscapes and seascapes. There will be increased capacity of at least 50 stakeholders as leaders for promoting SEPLS and mainstreaming biodiversity in landscapes and seascapes, with at least 10 new collaborative activities designed and implemented. Multi-sectoral and/or cross national/regional collaboration on SEPLS management will be significantly enhanced among organizations, communities, and practitioners. Current grassroots and voluntary approaches of existing efforts (such as SDM) will benefit not only from GEF funding but also by being able to take advantage of GEF's strong connections to governments, which in turn will generate indirect global benefits and outcomes at the policy-making and international-convention level. These benefits will help in raising awareness of SEPLS among government officials and ministries of planning, leading to national policies fostering sustainable land and resource use. In addition, they will help to generate broader momentum ofr achieving the Strategic Plan of the Convention on Biological Diversity (the Aichi Biodiversity Targets).

#### GLOBAL ENVIRONMENTAL BENEFITS

The benefits listed above cannot be achieved without GEF funding, as existing efforts including the SDM mechanism and other IPSI activities lack the necessary capacity to achieve global-scale results. The project will contribute both directly and indirectly towards biodiversity conservation by promoting sustainable management of SEPLS in locations strategically important to the planet's biodiversity.

Highlights of global environmental benefits from the above components include:

- connectivity, buffering and/or ecological sustainability enhanced for at least 50,000 ha of protected areas located in proximity to the selected SEPLS;
- improved site-level conservation status of at least 20 globally threatened species;
- replication and adoption of SEPLS management and landscape/seascape approaches in different countries and areas, based on dissemination and demonstration effect via knowledge management platform and products.

Further, GEF funding will support progress towards achievement of the following Aichi Biodiversity Targets:

- Implementation of sustainable SEPLS management will support the following Achi Biodiveristy Targets by directly helping biodiversity within the SEPLS and contributing to reducing human pressure on adjacent core ecosystems, which will in turn indirectly increase the effectiveness of protected areas while also creating biodiversity corridors:

**#5:** Reducing the rate of loss of natural habitats by improving SEPLS management and reducing human pressure on surrounding natural habitats of the SEPLS;

**#7:** Areas under agriculture, aquaculture and forestry are managed sustainably, as the project directly aims at improving management of productive landscapes and seascapes;

**#11:** Areas of particular importance for biodiversity and ecosystem services are conserved through effectively and equitably managed, ecologically representative and well-connected systems of protected areas and other effective area-based conservation measures via the improved management of SEPLS;

**#12:** Prevention of species extinction, a byproduct of the above contributions;

- #14:** Ecosystems that provide essential services are restored and safeguarded via the landscape approach of the Satoyama approach; and
- #15:** Ecosystem resilience and the contribution of biodiversity to carbon stocks enhanced, which will be achieved through reducing deforestation from sustainable production methodologies and promotion of biological corridors;
- Exploring and promoting use of indigenous and traditional knowledge and technologies in SEPLS management will contribute to Aichi Biodiversity Target:
 

**#18:** Traditional knowledge, innovations and practices of indigenous and local communities relevant for the conservation and sustainable use of biodiversity, and their customary use of biological resources, are respected. This will be achieved by specifically focusing on the promotion of traditional and indigenous knowledge into SEPLS management;
  - In pursuit of Components 2 and 3 of this project, knowledge management and capacity development will raise awareness, improve understanding, and develop the capacity to plan, implement, and maintain SEPLS sustainably by local government officials, civil society and community based organizations, research institutions, and other stakeholders, and ultimately contributing to the following Aichi Biodiversity Targets:
 

**#1:** People are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably;

**#4:** Governments, business and stakeholders at all levels have taken steps to achieve or have implemented plans for sustainable production and consumption and have kept the impacts of use of natural resources well within safe ecological limits;

**#18:** Traditional knowledge, as referenced above, will be promoted by developing and managing a database/knowledge toolkit that includes traditional/indigenous knowledge as its scope; and

**#19:** Knowledge, the science base and technologies relating to biodiversity are improved, widely shared and transferred, and applied; and
  - Expanding and upgrading the existing SDM funding mechanism, its biodiversity benefits as listed above, and the co-financing to be generated through this investment, will directly contribute to increasing financial resources for effective implementation of the UNCBD, particularly Aichi Biodiversity Target:
 

**#20:** Mobilization of financial resources for effectively implementing the Strategic Plan for Biodiversity. This will be achieved through providing grants for conservation and sustainable SEPLS management, as well as the fund raising leverage generated by the grantees and local stakeholders through the capacity development component of the grant.

#### INNOVATIVENESS, SUSTAINABILITY AND POTENTIAL FOR SCALING UP

The project is innovative as it builds on and strengthens the only international mechanism devoted to improving SEPLS management and contributing to the sustainable use objective of the CBD: the Satoyama Initiative. It emphasizes the importance of areas outside protected areas, i.e. the production landscape, including both biological and socio-cultural significance. The strengths of the Initiative are largely due to the unique global platform of IPSI that has attracted international organizations, government (national and local), civil society, academia, and private sectors. This collaboration has tremendous potential, particularly from the point of view of knowledge management, dissemination, and uptake of experience and lessons learned.

Sustainability of project results is an important objective. The project promotes sustainability by prioritizing knowledge accumulation and dissemination, with the ultimate goals of affecting policy in support of SEPLS as a complement to conservation. Moreover, increased understanding and demonstration of the economic importance of SEPLS—particularly in terms of ecosystem services—is expected to lead in the medium term to increased investment in their effective maintenance, both from private and public sector sources. This may also include increased support for Payments for Ecosystem Services (PES) schemes as an additional source of financial sustainability.

The project will also help further developing capacity of local stakeholders, especially caretakers of SEPLS, which will provide basis not only for continued sustainable SEPLS management on the ground technically, but also for additional fund raising by those local entities.

The goal of scaling up is an important part of the project design. Innovative approaches developed and implemented under Component 1 will be carefully assessed and distilled into lessons learned from the experience. These lessons will be shared widely through a variety of international fora, including both IPSI members as well as CBD, IUCN, etc. Regional and global workshops under Component 3 will be important to this effort. As the discussion on Sustainable Development Goals (SDGs) evolves, SEPLS supported by the project will serve as models of sustainable development practice. As noted in the previous comment on sustainability, it is expected that, as understanding of sustainable SEPLS management is disseminated, additional national and/or local government funding to SEPLS will be leveraged, leading to scaling up of the project outcomes.

## A.2 Stakeholders

The GEF project is being prepared in coordination among Conservation International Japan, the Institute for Global Environmental Strategies (IGES) and United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS), all of whom play important coordinating roles in IPSI. Together, they will ensure that a wide range of stakeholders, including government, private sector, indigenous peoples, and womens’ groups, are consulted during the project preparation process and fully engaged in project implementation.

IPSI members, including but not limited to, members of its Steering Committee, are key stakeholders in the project. IPSI members include a wide range of governmental and non governmental bodies—national and local governments, other government-affiliated organizations, NGOs and other civil society organizations, indigenous and local community organizations, academic, educational, and research institutes, industry and private sector bodies, and international organizations such as UN agencies. These stakeholders have in common the fact that their work involves, at some level, the mainstreaming of conservation and sustainable use of biodiversity into production landscapes. They will be informed and consulted during project preparation and implementation and updated on the project status.

Gender mainstreaming and women’s empowerment is an important aspect of this project, not only through the demonstration projects but also in its capacity development and knowledge exchange elements. Gender is one of the key criteria for selecting site level projects under component 1. The selected projects will ensure adequate gender analysis, gender sensitive indicators and sex-disaggregated data are implemented and developed. Gender balance will be considered and ensured through training and other capacity development opportunities under component 3. Further, project management, including staffing will provide appropriate consideration on gender balance and skills.

## A.3. Risks

The following are the main identified risks that may affect the project’s ability to achieve its intended objectives. Level of risks is provided in scale of low, medium or high, along with the mitigation strategy to be implemented during the project duration:

Risk	Level (low-medium-high)	Mitigation Strategy
<b>Sustainability of the IPSI network</b>	Low	<ul style="list-style-type: none"> <li>IPSI has mainly been supported by financial resources from the Government of Japan (namely the Ministry of the Environment) and works closely with United Nations University Institute for the Advanced Study of Sustainability (IPSI secretariat) and IGES. The project will aim to help diversify funding sources, while generating and delivering</li> </ul>

Risk	Level (low-medium-high)	Mitigation Strategy
		outcomes that are useful for the objectives of the individual members (and other stakeholders), so that there will be incentive for them to contribute financially. Increased profile and awareness of SEPLS' importance will also enable partners' resource mobilization efforts.
<b>Increased pressure for unsustainable land uses</b>	Medium	<ul style="list-style-type: none"> <li>The project's emphasis on demonstration, knowledge generation and sharing and capacity building will have a positive impact on sectoral policies related to land use</li> </ul>
<b>Lack of interest on the part of stakeholders such as participating governments, sectors or private sector in mainstreaming biodiversity and ecosystem services</b>	Low/Medium	<ul style="list-style-type: none"> <li>The project's demonstration and other components will emphasise the economic value of ecosystem goods and services (including water regulation, erosion control, etc) and the impacts of unsustainable practices on these values and on sectoral productivity.</li> </ul>
<b>Lack of land tenure policies in potential grant sites that block implementation of sustainable SEPLS management</b>	Medium	<ul style="list-style-type: none"> <li>The project will work closely with government agencies and stakeholders in the demonstration sites, as well as supporting grantees facing land tenure issues</li> </ul>
<b>Degradation of adjacent protected areas impacts sustainability and value of SEPLS within broader landscape</b>	Low/Medium	<ul style="list-style-type: none"> <li>Demonstration and knowledge components will increase understanding of drivers affecting both SEPLS and PAs, as well as alternatives</li> <li>Demonstration of more sustainable land use methods within SEPLS, and increased awareness of values of ecosystem services from adjacent PAs, will contribute to reduced pressure on latter</li> </ul>
<b>Change in policies in institutions providing co-financing</b>	Low	<ul style="list-style-type: none"> <li>Continue close information exchange on the project and develop/strengthen sense of ownership within the institutions</li> </ul>
<b>Climate change impacting agriculture, forestry, fisheries production</b>	Low	<ul style="list-style-type: none"> <li>Consider climate change risks in project planning, including when developing selection criteria for site-level demonstrations</li> <li>Analyze and share cases of SEPLS in areas where impact of climate change, especially on biological resource production, is evident</li> </ul>
<b>Excessive expectation by local stakeholders</b>	Medium	<ul style="list-style-type: none"> <li>Involve local stakeholders from early stage of the project planning and implementation and communicate the purpose, strategies, means, and timeframe of the project clearly to avoid any possible misunderstanding</li> <li>Practice Free, Prior and Informed Consent (FPIC)</li> </ul>

#### A.4. Coordination:

The project will closely coordinate with the following entities, including, where relevant, identifying additional, specific projects for more enhanced co-operation:

- CBD: Sharing information and ideas on data, methodologies, and on-going research activities by participating in COPs and other CBD meetings to create synergies toward the achievement of the Aichi Biodiversity Targets.

- MDGs: Maintenance and restoration of SEPLS is expected to contribute to achievement of the following MDGs: Goal 1, to eradicate extreme poverty and hunger; and Goal 7, to ensure environmental sustainability.
- UN Decade 2011-20: Information and knowledge exchange with the focal point in the CBD Secretariat. UN Decade activities can be vehicles to deliver the information and products of this project widely.
- JICA: Information can be shared between JICA and IPSI to deepen the understanding of context and to create more impact from each project.
- UNESCO: Coordination with UNESCO programmes such as the Man and Biosphere (MAB) Programme and the World Heritage Convention.

There are number of on-going GEF projects as well as several under development that have thematic relevance to the project, namely land-use management in productive landscapes. The project will explore coordination and collaboration possibilities in implementing all three components of the project, as necessary and appropriate.

The project will particularly coordinate closely with the GEF Small Grants Programme and COMDEKS, which also focus on providing small grants to mainstreaming projects. In addition to exchanging information at the IPSI level, specific coordination mechanisms will be discussed and identified during the PPG phase at both global and country levels. Specific consideration should be given to minimizing any overlaps or redundancy and to maximizing synergies in specific geographic areas. Collaboration will be explored especially with GEF projects that aim at government level mainstreaming, indicator development, and market approach to generate synergies. The table below provides a snapshot of some of the current and potential projects for coordination with the proposed project.

Initiative	Coordination
<b>Community Development and Knowledge Management for the Satoyama Initiative (COMDEKS)</b>	COMDEKS and this project will be complementary to one another. Both can use the IPSI platform to share results and achieve synergies within and beyond IPSI membership. Both COMDEKS and this project address similar issues of promoting SEPLS. The key difference is that the project selection in the former is country-based, whereas that under this project is global. Knowledge-sharing and synthesis of country-based information in COMDEKS is rather weak, and this project—particularly Component 2 and 3—fills the the gap.
<b>Partnerships for Biodiversity Conservation: Mainstreaming in Local Agricultural Landscapes (Philippines; GEF ID: 3859)</b>	This project aims to mainstream biodiversity in production landscapes by capacitating local units of government. The activities are very relevant to Satoyama Initiative and IPSI. There are several organizations from the Philippines that are active members of IPSI, though which coordination, information exchange, and synergy effects will be sought.
<b>Critical Ecosystem Partnership Fund (CEPF; GEF ID: 2949)</b>	CEPF funds civil society organizations in biodiversity hotspot regions, both protected areas and production landscapes. CEPF is a member of IPSI and its activities are complementary to IPSI's. Close coordination will be maintained for the maximum synergies.
<b>Landscapes for People, Food and Nature (LPFN; GEF ID: 4806)</b>	LPFN's lead organizer, EcoAgriculture Partners, and many of the co-organizers are members of IPSI. LPFN's focus is on agricultural systems, which is narrower than IPSI's. Where activities overlap, efficient coordination will be conducted through mutual members.



## **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, NCSAs, NIPs, PRSPs, NPFE, Biennial Update Reports, etc.**

NBSAPs of many countries include mainstreaming biodiversity into production landscapes and seascapes, in response to Aichi Biodiversity Target 1. This project will contribute to the implementation of such NBSAPs by supporting capacity building and provision of tools.

Satoyama Initiative and IPSI are consistent with the Convention of Biological Diversity, as recognized in the COP Decisions:

- In 2010, CBD COP Decision X/32 recognized the potential usefulness of the Satoyama Initiative for better understanding and supporting human-influenced natural environments for the benefit of biodiversity and human well-being, and invited Parties, other Governments and relevant organizations to participate in IPSI.
- In 2012, CBD COP Decision XI/25 recognized the work of the Satoyama Initiative in creating synergies among relevant initiatives. These decisions demonstrate the consistency of the Satoyama Initiative on which this project is based, with the CBD. Furthermore, the project contributes to achieving multiple Aichi Biodiversity Targets as shown in Section 5, Global Environmental Benefits.

All demonstration activities under Component 1 will ensure consistency with the NBSAPs and national policies. The project will also ensure close coordination with the GEF Operational Focal Points.

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

This project is consistent with the Biodiversity Focal Area Objective 2 Mainstream Biodiversity Conservation and Sustainable Use into Production Landscapes, Seascapes and Sectors. The project is in line with Outcome 2.2: Measures to conserve and sustainably use biodiversity incorporated in policy and regulatory frameworks.

The project will contribute to the GEF focal area objective and outcome through the mainstreaming of conservation and sustainable management of biodiversity and ecosystem services, while improving human well-being in socio-ecological production landscapes and seascapes. Through the provision of grants, the proposed project will support national governments, civil society organizations, community-based organizations and research institutions to develop SEPLS demonstration projects for conservation and sustainable use of biodiversity. The wide range of mainstreaming circumstances that the project is expected to encounter—both directly through its demonstration efforts and indirectly through its convening and knowledge and exchange roles—will allow it to generate and share important lessons and approaches to inform future work under BD-2. Conversely, the platform being strengthened by the project will strongly enable the dissemination of lessons from other BD-2 projects. This cross fertilization represents an important benefit from the perspective of GEF.

In addition, the project will contribute to the second objective of the Convention on Biological Diversity (CBD), i.e., sustainable use of biodiversity, and to at least nine of Aichi Biodiversity Targets; namely sustainable production and consumption, fisheries and agriculture and forestry (Targets 4, 6, 7); improving and expanding protected areas (11); agro-biodiversity (13); ecosystem services and restoration (14, 15); traditional knowledge (18) and knowledge and science (19).

### **B.3 The GEF Agency's comparative advantage for implementing this project:**

Conservation International (CI) partners with governments on local, regional, and national levels around the world to deal with high priority areas of concern. Its international efforts have assisted its government partners in overcoming the many challenges they face in balancing conservation with development goals, economic interests and political realities. Through work in policy and demonstration activities, CI aims to measurably improve those aspects of human well-being that are most directly tied to the protection and sustainable use of natural capital.

Through CI's extensive work in biodiversity conservation, the institution has influenced decision-makers on policy directions and implementation, partners on conservation outcomes and targets, private sector on conservation best practice options. CI's work has informed and supported establishment of protected areas to safeguard species, habitats, and ecological processes, establishment of corridors/seascapes to enhance habitat connectivity and ecosystem service flows, the wise use and management of ecosystems for sustainable livelihoods and human well-being at the landscapes and seascapes.

Examples of CI's mainstreaming work include the following:

- CI has worked with Starbucks Coffee Company for more than 14 years to promote coffee production practices that conserve biodiversity, maintain healthy ecosystems and support economic and social development in coffee production landscapes as embodied in the company's commitment to ethical sourcing. Together with Starbucks, CI is working on the ground with coffee farmers to promote environmentally and socially sound growing practices through the C.A.F.E. Practices program, create new income streams from conservation and carbon markets and provide loans for sustainable enterprise development.
- CI and Monsanto established a partnership in 2008 in the Atlantic Forest Ecoregion of Brazil, one of the world's Biodiversity Hotspots. This partnership was established because both organizations believe that by working together, they will encourage positive changes for biodiversity and natural habitats. The project has three specific objectives in production landscapes where Monsanto is working in the Atlantic Forest: (i) preventing illegal deforestation, (ii) preventing the local extinction of species, and (iii) encouraging compliance with legislation in the agriculture and livestock supply chain.

CI is also a founding partner of the Satoyama Initiative, along with 49 other institutions from around the world. As a newly accredited GEF Agency, CI is committed to working with the International Partnership for the Satoyama Initiative (IPSI).

CI is one of the few international NGOs in the environment and sustainable development policy arena, to have such close relationships with key government ministries and national agencies. CI is also a strong partner with the Japanese private sector, providing advice to many global corporations in Japan on environment and Corporate Social Responsibility (CSR) strategies, as well as partnering on the ground in implementing field demonstration projects.


### **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](#)).

NAME	POSITION	MINISTRY	DATE (MM/dd/yyyy)

**B. GEF AGENCY(IES) CERTIFICATION**

<b>This request has been prepared in accordance with GEF/LDCF/SCCF/NPIF policies and procedures and meets the GEF/LDCF/SCCF/NPIF criteria for project identification and preparation.</b>					
<b>Agency Coordinator, Agency</b>	<b>Signature</b>	<b>DATE (MM/dd/yyyy)</b>	<b>Project Contact Person</b>	<b>Telephone</b>	<b>Email</b>

<b>name</b>					
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