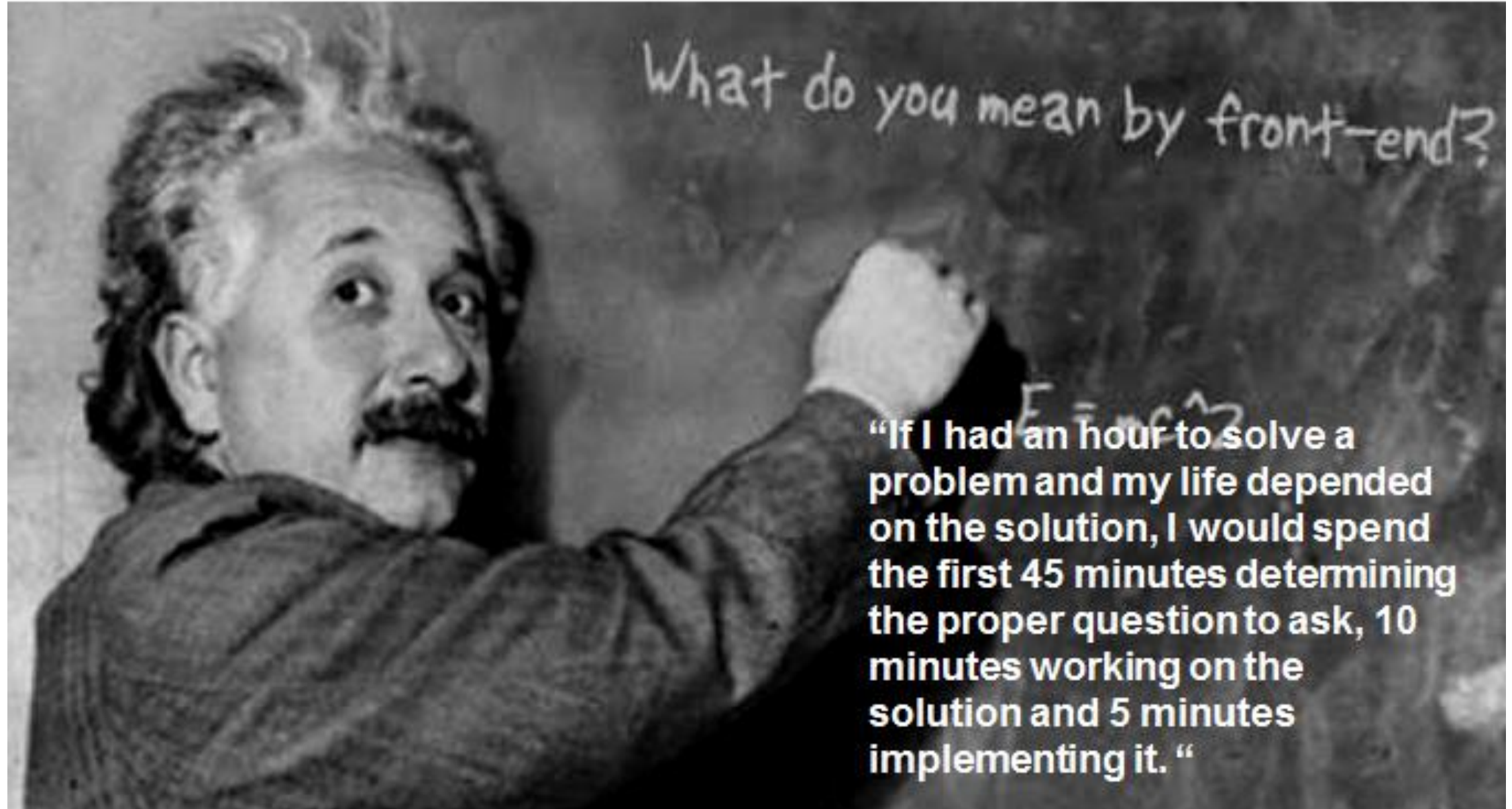


Einstein is told to have said ...



IMPLEMENTATION



PARTNERS

Who helps you to deliver your activities?

- *Individuals living near the Ulu Muda area
- *MNS Kedah Branch members
- *MNS members
- *Specialist teams



DELIVERY

What activities do you do?
What resources do you own?

- *Capacity building programs
- *Coordinating / programming
- *Promoting Ulu Muda
- *Financing



SALES + MARKETING

What is your sales and marketing plan?
How do you reach your customers?

- *on the ground engagement
- *newsletter and social media communications
- *state and national tourism

SOCIAL VALUE PROPOSITION



What difference are you making?

- * Empowering locals in forest governance activities
- * Developing ethical ecotourism
- *Raising awareness of Ulu Muda

What social impact measures do you use?

- *Key Indicators of social change

MARKET



CUSTOMER SEGMENTS

How do you work with people who buy your product/service?
Who are the people that benefit?

- *low income / seeking alternative income
- *KPA, nature enthusiast, tourist
- *Field partners



MACRO ECONOMIC ENVIRONMENT

What are the economic, social and technological changes taking place that affect your market now and in the future?

- *reskilling towards REDD+ vs Deforestation and plantation



COMPETITORS

Who else plays in your space?
Why are you different?

- *independent operators
- *MNS capacity and network

FINANCE



COST OF DELIVERY

- *Human capital
- *Specialist / technical
- *communications with local community, member and customer relationships
- * Infrastructure (physical and digital)



SURPLUS

Where do you intend to reinvest this?

- *New programs
- *Content development
- *Publications



REVENUE

- *Fees (Guiding, Tree Planting, Data collection etc)
- *Content development
- *Merchandise / Publications
- *REDD+?

1.1 Executive Summary

Describe the project context, including the key environmental problem to be addressed, project objectives, anticipated outcomes, methodology including the rationale/ justification for the project. This section should describe the project location (provide map where applicable), a profile of the project sites, as well as the non-state actors involved. Comment on the relevance of your project to MyForest Project.

Ulu Muda community engagement program, to develop sustainable environmental and economic ecotourism capacity.

The program aims to kick start a community based projects;

- i. Tree Planting project that encompasses forest tree identification, forest tree seed collection, forest tree nursery and conducting forest tree planting.
- ii. Nature Guide project that reskills individuals to recognize natural features, flora and fauna
- iii. Ulu Muda Guardians for forest monitoring / wildlife trade / mining
- iv. Collaborate with technical / experts for data collection (expeditions)