

APPLICATION FOR FINANCIAL ASSISTANCE

PROJECT : TOURISM FOR A SUSTAINABLE FUTURE

BUILD A TOURIST ACCOMODATION THAT WILL ENABLE THE REGION TO BE VALUED AMONG LOCAL TOURISTS, AS WELL AS CREATE A NEW SUSTAINABLE ECONOMY FOR THE VILLAGERS AND WHOSE TOTAL BENEFITS WILL BE USED TO FINANCE OTHER PROJECTS FOR THE LOCAL COMMUNITIES

1 What is the RIMBA Project ?

Organisation running the project : RIMBA (An officially recognised non-profit organisation under the French law of 1901 - registered under Siret number 788 604 718 00015)

Objectives : The Rimba non-profit organisation aims at protecting endangered species in Indonesia and their habitat while providing assistance to local populations.

Personnel involved and contact details :

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Payment options : Donations can be made directly online to the following address : <http://www.helloasso.com/associations/rimba/collectes/villages-propres> or by electronic funds transfer(see banking details below.)

ACCOUNT HOLDER ADDRESS : RIMBA, BAT A APT 3, 181 RUE CAMILLE FLAMMARION, 34000 MONTPELLIER

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REGISTERED BANK ADDRESS : MONTPELLIER CENTRE FINANCIER, 1 RUE CATALAN, CS N 56035, 34965 MONTPELLIER CEDEX 2

2 Background and location of the Project

The concept for this project originated in July 2017. We began fund raising in August 2017.

The Rimba Project is based in the West Sumatra Province of Indonesia, approximately 2 hours south of the administrative capital of Padang. All the villages in this area are located along the coast, at the foot of the Bukit Barisan mountain chain and most of the inhabitants live off fishing and rice farming.

The project is being run from the village of Sungai Pinang, located 35 minutes boat ride away from Rimba HQ and 2 hours walk from Padang.

3 Project objectives and communities concerned

✓ Overall objectives

Our programme for the development of tourism is part of a global project aimed at preserving forests and marine ecosystems using a socio-environmental approach revolving around several points of action. Our goal is to combine nature conservation with the development and sustainability of local communities.

At Rimba we believe that the protection of the environment can only be done with the support and participation of local communities. Consequently this approach helps local communities to improve their quality of life while contributing to the protection of their natural resources.

It is for these reasons that with the actions carried out by our non-profit organisation and through our ecotourism project, we have made the commitment to :

- * Create employment for the people in the neighbouring villages.
- * Give the villagers the means to turn towards a new sustainable economy, respectful of their environment.
- * Set up partnerships with these villagers to supply food for the participants in the project and for 'Balai Pemuda', ('a youth organization') from the village of Sungai Pisang that will supply boat services,
- * Promote local arts and crafts and enhance biodiversity,
- * Involve the local population in our actions and project,
- * Help to ensure education for village children and heighten awareness of environmental issues,
- * Deal with waste management in a rational and sustainable manner in the villages to improve sanitary conditions while respecting the environment.

Our project aims at showing the villagers that it is possible to enhance their village and area through the promotion of tourism and in doing so move towards a new sustainable economy that will benefit the entire community. Our hope is that this project, based on a long term vision, will help make a real impact, change mindsets and pave the way for other, similar local tourism initiatives in equally disadvantaged communities.

✓ Who is this initiative aimed at ?

We have chosen to focus on the development of local tourism as we are well aware of the culture shock issues surrounding the arrival of Western tourists. Currently, few Western tourists pass through the village and are mostly part of organized trips to the waterfalls in the region. During a previous venture, accommodation was provided for western tourists in the heart of the Sungai Pinang community. This failed experience was not successful mainly due to poor management and sensitivity as well as a lack of respect towards local customs.

By welcoming Indonesian tourists to their village, the inhabitants will be able to meet and share with people from other parts of Indonesia, who have their own customs and traditions but with whom they share a common national cultural heritage. We feel that this will create less disturbance in the village and provide for a far more balanced exchange.

Moreover, local tourism is a rapidly growing market, thanks over the past couple of years to the emerging middle class in Indonesia, increasingly fond of trips 'to get back in touch with nature' for a few days. This indicates a promising future ahead for the local tourism sector.

Finally, weekends in the area already see their fair share of local visitors, mainly from the town of Padang, who come to enjoy the line fishing. Unfortunately as tourist accommodation is practically non-existent, these remain as day trips. Building a guesthouse will allow them to stay for longer thereby contributing more towards economic development and local commerce.

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Socio-environmental background

✓ Global context

The economy of these coastal villages has always been based on fishing, farming and timber harvesting, but today the fishing industry is in danger due to the intensive exploitation of our seas and oceans. There are less and less fish to be caught as the fish stock has been depleted.

The villagers have no other choice but to turn increasingly to land based occupations. Those who chose farming are battling to find arable land, and this in turn has led to an increase in deforestation as more and more trees are cleared for farming. Others continue to over exploit their natural resources and damage the tree canopy in the forest looking for ways to make a living. This short term vision is placing the economic stability of the villagers in danger as their natural resources are rapidly dwindling.

✓ Local context

The deforestation in this region has had a dramatic impact on rainfall, thereby affecting growth cycles of crops resulting in poor crop return. It is also responsible for depleting the once rich biodiversity of the region causing a number of plant species to disappear as well as putting the entire ecosystem in danger. Lastly, deforestation has sped up the process of erosion which has a direct impact not only on the physical safety of the village dwellers but also on their economic survival. In short it is a recipe for disaster that cannot be sustained. That is why a sustainable alternative must be found.

The reality is that the income generated by the fishing industry in the village of Sungai Pinang is diminishing year after year. The local fishermen suffer not only from the global fishing crisis, but also the dramatic impact that deforestation has had on their region. The village is located on the coast not far from a river mouth which runs into a sandy bay. Fishing is done by pulling a large, u-shaped net out to sea with a small boat. Once the net is full, it is dragged back to shore by hand. The majority of the fish caught in this manner are carnivorous and live in large schools. This particular species of fish can only live and hunt in clear waters. Unfortunately the rise of deforestation, which causes heavy rains to wash away cleared land into the sea, results in large amounts of soil and sediment being deposited in the bay. This soil and sediment smothers and destroys the plant and animal life across large portions of the surrounding coral reefs and turns the water turbid. These are direct factors resulting in the depletion of the fish population in the bay.

Having increasing difficulties to make ends meet and feed their families the fishermen turn to timber harvesting which only serves to increase soil erosion and thus pollution of the bay and so the vicious circle continues. It is impossible to escape unless a new and more sustainable income can be introduced.

Specific objectives (financial details)

Having taken into account the background and situation of this region, we would like to see the local communities take control of their future by investing in a new and sustainable economy : local tourism promoted through the creation of a guesthouse. This project would create job opportunities in and around the village but also give added value to the region and enhance its local tourism industry as well as heighten awareness among local communities and tourists alike of environmental issues and ways to protect their natural resources. Any profits generated by this project will be used solely for the good of the local community

✓ Tourism potential

Our zone of action has great tourism potential largely due to its location and surroundings. As the village of Sungai Pinang has a seaside location, it remains the most direct departure point to get to already popular islands (such as the Isle of Marak, Pagang and Pemutusan). The village, surrounded by forests, offers the possibility of organising scenic nature trails and hikes and also boasts breathtaking waterfalls.

Local tourists usually travel to the islands from the towns of Bungus, to the north of Sungai, Pinang or from Tarusan, to the South. Although both villages are further in distance than from the islands, they are both easy to access by land and therefore more popular departure points. Tourist accommodation is non-existent in Tarusan and in very poor condition in Bungus, so to generate any income from tourism these communities rely almost exclusively on boat trips to the islands.

For the moment, the only way to access the village of Sungai Pinang is along a very difficult dirt road, which is seldom used. A project is currently underway to pave this road with asphalt. The roadworks will take a year to complete but once finished, will make the village easily accessible to one and all. This is why it is so important for the villagers to seize this opportunity, and start preparing to welcome visitors as soon as possible.

Also, the Indonesian Government has been making a number of efforts over the last year to promote local tourism in the region on a national scale. This initiative called Wista Mandeh has been, along with a recent visit from the Indonesian President Mr Joko Widodo, great advertising for the area and has had a positive impact on the local tourism sector .

✓ Accommodation details

• Guesthouse layout

The establishment will have four double rooms and 2 bathrooms. The shared terrace will serve as the café/restaurant and will be open to the public to encourage exchanges between residing guests, day visitors and village inhabitants.

• Style (architecture) and materials used

Our goal is to build an ecofriendly structure. We have chosen a traditional design for our guesthouse to blend in with the local architecture and scenery. To stay true to our ecofriendly principles we have also chosen to use coconut wood for our buildings as we do not wish to use materials that will further contribute to the major deforestation issue. The wood from these coconut tree trunks hails from the Pariamen region around three hours from our location and is taken from trees that are more than fifty years old. Also, once the old trees have been cut down, new ones are planted for future usage.

For the furnishings we have chosen to value local craftsmanship in ecofriendly materials such as coconut wood, bamboo and wicker.

The construction work will be carried out by locally employed labour from Sungai Pinang.

✓ Awareness

Heightening environmental awareness through education of the local population is one of the key factors to social and economic development but also vital to the preservation of their environment.

By creating job opportunities, our goal is to train people in nature conservation but in particular in waste management which is a national issue in Indonesia regardless of class or lifestyle. It is our hope that these individuals will “spread the word” throughout the community, thereby creating a positive snowball effect. The goal is to heighten visitors’ awareness through the personnel by establishing guesthouse policy which will be applicable to all wishing to reside in the village. For example; strict rules against littering both on land and in the sea, but also at sites visited. (On the islands, at the waterfalls, etc.)

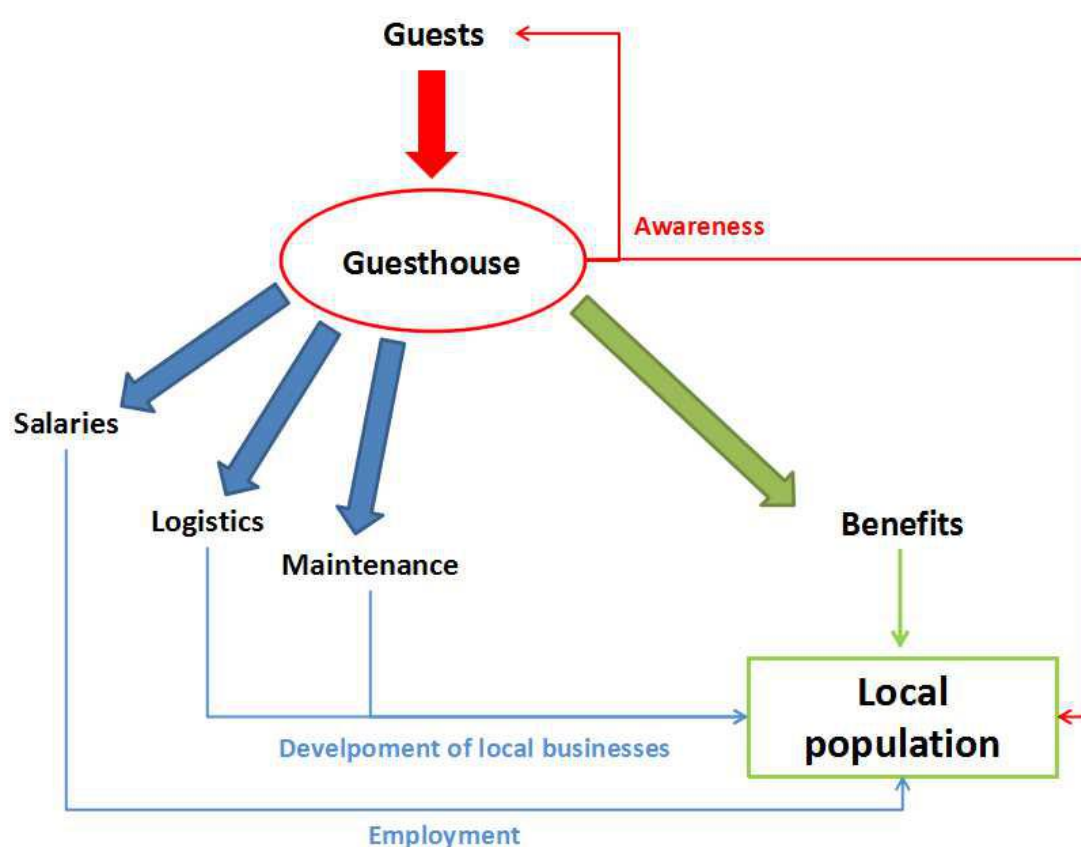
✓ Benefits for the local communities

The idea is that after the initial investment, the establishment will become financially self-sustaining. Part of the generated revenue will serve to cover salaries, logistics (such as beverages, food, and laundry costs etc) As well as pay for upkeep and maintenance.

Building this guesthouse does not only mean creating long term job opportunities for the people in the village, but also a supplement for the income of the local fishermen who can use their boats to transport tourists. It will also provide a steady source of income for local shops especially those selling food.

The guesthouse will serve as a shop window for local arts and crafts, displaying wares to the visitors.

Lastly, the profits generated will be used for the good of the community, to finance other projects benefitting the local people (building of a library, waste management centre, schooling facilities etc.)



✓ Promoting the guesthouse

A website will be created in Indonesian to promote tourist accommodation and the region. To make the website more visible, we will also use social networking by creating a facebook page dedicated to the project as well as Tripadvisor ratings. Promotional material such as pamphlets or visiting cards will also be distributed in establishments and tourist hotspots across the region. Finally we will rely on the “word of mouth” system , not only via people who come to stay, but through the locals themselves and their own personal networks.

6 Costs (budget)

✓ EXPECTED COST OF PROJECT

- * Purchase price of lot : 100.000.000 Rp (€6,450.00)
- * Building materials : 90.000.000 Rp (€5,810.00)
- * Labour : 30.000.000 Rp (€1,935.00)
- * Electricity and water : 10.000.000 Rp (€645.00)
- * Furnishing : 20.000.000 Rp (€1,290.00)

TOTAL = 250.000.000 Rp approx. €16,130.00

✓ FUNDS ALREADY RAISED : €4,000.00

TOTAL OF FUNDING COSTS REQUIRED = €12,130.00

7 Perspectives

The above list is merely an outline, and by no means a comprehensive budget. Extra funding will enable us to pay the guesthouse staff for the first months after opening as well as spend money on marketing, advertising and promotion.

We would also like to start a collection for the recycling of batteries. We will set up educational programmes illustrating the various dangers for the environment of these items and explain how to use the containers specifically installed at the guesthouse for this purpose. The used batteries will be brought to the Rimba Ecolodge where mainly Western tourists stay. The idea is to ask foreign visitors, to take these toxic objects away with them, back to their respective countries where the batteries can be properly disposed of in recycling facilities. Unfortunately for the moment, Indonesia lacks solutions to dispose of these objects responsibly and in an ecofriendly manner.

By completing our project and achieving our goals, we hope that other, similar projects will see the light and that we may serve as a role model not only to inspire other Indonesian villages but also communities elsewhere.

Sungai Pisang, August 24th 2017

Nadège Lanau
President and Founder.

A handwritten signature in black ink, appearing to read 'Nadège Lanau', written in a cursive style.