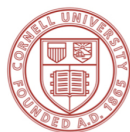


Handout 5.2.2: Example Framework for Initiating a Landscape Label: Mbeya, Tanzania

Step	Purpose
1. Establish a landscape labeling organization and coordinating unit	Coordination, engaging the government and partners. Provide strategic support to the 4 Mbeya landscape labeling groups.
2. Build and strengthen partnerships for land use planning	Build support among farmer group to engage in land use planning
3. Mobilize financial resources	Get funds that can be used in land use planning and implementation of activities
4. Characterize resource levels for each target area and proposed landscape level product	Develop an overall biodiversity conservation strategy that integrates conservation priorities and plans with input from and adoption by all stakeholders
5. Establish markets for the products and promote agro-tourism	Help in establishing marketing strategies and standards for quality control
6. Planting the avocado and SRI crops, designing the agro-tourism villages, and installing the beehives	Operationalize the LL activities while integrating biodiversity conservation
7. Continuous monitoring and evaluation launched to assess the effects on biodiversity conservation objectives	To provide feedback for quality control and impact
8. Scaling up LL innovations	For wider reach in the southern highland region and beyond



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