

# FINAL PROJECT COMPLETION REPORT

## I. BASIC DATA

**Organization Name:** Conservation International

**Project Title:** Awareness Campaign on the Bushmeat Crisis

**Project Dates (as stated in the grant agreement):** October 17, 2001 - September 30, 2003, amended: May 17, 2004

**Date of Report (month/year):** January 13, 2004

## II. OPENING REMARKS

*Provide any opening remarks that may assist in the review of this report.*

## III. ACHIEVEMENT OF PROJECT PURPOSE

**Project Purpose:** *The project will generate a change in public perception of wildlife as a “free” good, including policy changes at the national and local levels, the enforcement of wildlife laws and the acceptance of alternatives to bushmeat harvesting and marketing.*

### Planned vs. Actual Performance

Indicator	Actual at Completion
<b>Purpose-level:</b>	
1 Regulation or procedures brought into the currently unregulated bushmeat markets	As a member of the National Bushmeat Stakeholders task force, the Ghana Standards Board is currently developing certification process for bushmeat trade.  As a result, the Bushmeat market associations are now rejecting bushmeat caught with pesticides and all bushmeat sellers are to register with their market queens.
2 Increase number of bushmeat alternatives, and decrease in number of actual bushmeat bought and sold in local markets based on pre-survey results	A recent protein choice survey of 17,500 school children in Accra (respondents) stated that bushmeat is no longer a priority protein choice. Due to increased awareness through the campaign, these children now choose beef, vegetables and fish.  Additionally several wildlife farms are currently being established through local wildlife farming cooperatives to produce alternative sources of bushmeat, rather than taking from the wild.
3 Increased TV and print media coverage of bushmeat issue( on an increase determined by	There has been a 40% increase of print and media coverage during the bushmeat campaign.

<i>baseline study)</i>	Coverage included broadcast and printing of press release, VNR and other media tools, as well as individual reports and interviews.
<i>4 Revision of Wildlife Management Policy to enable communities to participate in wildlife management</i>	The Wildlife Department, in collaboration with partners, has drafted a set of new policy guidelines for community participation of management of wildlife resources, both for consumption and tourism purposes.  This draft policy is currently waiting for the approval of the Minister of Lands and Forestry.
<i>5 50% increase in the number of poachers arrested and prosecuted</i>	No poacher was arrested during the period because of the awareness created. Therefore there was no prosecution.

***Describe the success of the project in terms of achieving its intended impact objective and performance indicators.***

The project was designed as a broad-based national awareness campaign on the bushmeat crisis. As such it has produced a number of high quality products that have spread the messages throughout Ghana. The campaign has been a major breakthrough due to the immediate impact it has had on the bushmeat trade, protein choices, protection of totems, and development of alternative bushmeat supplies.

The project has been extremely successful in raising public awareness to the threats imposed by the bushmeat trade. It has received high attention from the print, radio, and TV media, which has been instrumental in getting the message to a broad audience. The project has reawakened socio-cultural and scientific concerns for the rapid extinction of wildlife species throughout the country.

Although the Minister has not approved the revision of the Wildlife management policy officially, the draft policies demonstrate the clear dedication that the Wildlife Division has given to curbing the bushmeat crisis. CI will continue to pursue this with the Wildlife Division and the Ministry to ensure the new policies are approved and implemented.

***Were there any unexpected impacts (positive or negative)?***

Poaching in Ghana, although decreased, is still an issue in Ghana. Arrests have not increased at the rate originally sited. This is due to the fact that it is now conducted covertly, and arrest is becoming increasingly difficult. Although this is not incredibly surprising, we did not originally take this into account when designing the project outputs. Illegal and covert poaching is going to require additional enforcement capacity to curb. CI will continue to support the Wildlife Division to develop this capacity.

**IV. PROJECT OUTPUTS**

***Project Outputs:*** Enter the project outputs from the Logical Framework for the project

**Planned vs. Actual Performance**

Indicator	Actual at Completion
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<b>Output 1: Awareness campaign strategy designed</b>	
<i>1.1 Meetings with appropriate stakeholders both formal and informal (policy makers, traditional authorities, judiciary, district assemblies, etc.) held by Feb 2002 to identify traditional/cultural practices and norms/totems.</i>	A meeting was held at the conference room of the National House of Chiefs in Kumasi, demonstrating support from Ghana's traditional authorities. 75 participants from all the regions attended. Issues pertaining to totems conservation were discussed.
<i>1.2 Campaign strategy designed with development of messages in English and five major local languages for different target groups (policy makers, law enforcement agencies, traditional authorities, local communities, hunters, farmers. etc.) by Feb 2002</i>	Five local language campaign materials were designed and used for the information dissemination. These were done on TV, Radio and in the print media.
<b>Output 2: Broadcasting products developed</b>	
<i>2.1 Film footage and photo collection completed by Jan 2002</i>	CI's International Communication VP and Manager along with West Africa Program Coordinator and two CI Ghana staff, conducted a two-week filming trip in February 2002. The team traveled throughout the entire country filming bushmeat markets, wildlife, and several key interviews such as those with traditional leaders and government authorities.
<i>2.2 Television and radio spots designed and produced in English and 3 local languages by April 2002</i>	The footage taken in Feb 2002 was used to produce 5 TV spots around the themes of the campaign; heritage; Maintenance of forest ecosystems, Totems, Extinction, and "Say no to Bushmeat" The TV stations set up a panel to deliver messages in 6 local languages, Nzema, Hausa, Akan, Ewe, Dagbani and Ga (this was the most effective way to reach all local audiences)
<i>2.3 Video News Release (VNR) designed and produced in English and 3 local languages by April 2002</i>	A 5-minute VNR was produced incorporating the various message of the campaign, although CI did not produce separate VNRs for each language the video was shown by the TV stations with their own script and translations into local languages. This proved to be the most cost effective method for disseminating information in multiple languages.
<i>2.4 A short documentary/drama designed and produced in English and one local language by Nov 2002</i>	In addition to the above video products a longer, an 8-minute documentary was produced providing further information on the crisis. This documentary was broadcast on several local TV stations as well as by the BBC
<i>2.5 Local artist commissioned to write a song on the bushmeat issue</i>	Butterfly Band was commissioned to compose a song in Twi (local language), which was used extensively during the campaign.
<b>Output 3: Publications and campaign materials developed</b>	
<i>3.1 Posters of great visual impact by April 2002</i>	CI's international communications team produced two posters for the campaign. (one with the campaign logo, another with animals of Ghana) Additionally, in partnership with the Wildlife Division, CI Ghana produced and another 5 posters supporting the protection of several of Ghana's key species.

3.2 <i>Design and production of informational booklet for policy makers by April 2002</i>	Several publications were completed in partnership with the National Stakeholders Task force including; Endangered Bushmeat Species in Ghana, The Role of Traditional Authorities in Addressing the Bushmeat Crisis in Ghana, Protein Choices of Ghanaian Junior Secondary School Children, Action Plan for Bushmeat Crisis in Ghana, Totems Handbook in Ghana, Database on Bushmeat in Ghana
3.3 <i>Information products (pamphlets, badges, bags, caps etc.) produced by April 2002</i>	The project produced several products clearly depicting the campaign messages. These include T-Shirts, bumper stickers, and playing cards.
<b>Output 4: Media and Environmental Journalist support (Materials, article tracking, meetings with appropriate stakeholders)</b>	
4.1 <i>Subscriptions to and article tracking of all major media in order to monitor coverage of bushmeat issue</i>	CI Ghana subscribed to all of Ghana's major print media houses. Each of these publications was monitored daily and tracked for publications on the bushmeat crisis. These articles have been entered into a database and are still being tracked by CI Ghana despite the end of the project.
4.2 <i>Meetings with editors to encourage coverage of bushmeat issues to take place</i>	Meetings with editors occurred often throughout the campaign. These meetings raised support for the campaign and ensured coverage of all key events.
<b>Output 5: Public debate on the bushmeat crisis generated</b>	
5.1 <i>Campaign formally launched (involving government officials, chiefs, judiciary, press, etc.) June 2002</i>	The campaign was launched on August 28 <sup>th</sup> during the National Conference on the Bushmeat Crisis in Ghana. Over 200 people including, representatives from government, traditional leaders, hunters and market women, religious groups, other NGO etc, attended the conference.
5.2 <i>TV and radio spots developed during process broadcast on all major TV/Radio stations nation wide intensively during a 2 week period in June 2002</i>	All the TV and Radio Spots developed during the project were officially launched in conjunction with the National conference. Every major TV, radio and print house in Ghana covered the issue.
5.3 <i>Bushmeat documentary/drama shown on all major TV stations by Dec 2002</i>	The 8-minute documentary was shown on all three major TV stations during the Conference. This was used by each to spread the key messages of the campaign.
5.4 <i>Brochures and other printed materials on bushmeat distributed nationwide by June 2002</i>	All publications developed throughout the project were disseminated nationally. Dissemination was initiated at the conference where all participants received a copy of each publication.
5.5 <i>Newspaper Articles on bushmeat issues on the increase</i>	22 articles on bushmeat issues were published during the campaign period
5.6 <i>Meetings with local theater and performing groups to identify opportunity for bushmeat specific theater or concert party</i>	Meeting held and <i>Mmaa Nkomo</i> , (a local TV host), carried out three different concert shows in Accra and Kumasi and on the GTV
<b>Output 6: Monitoring and Evaluation system in</b>	

<b>place and operational</b>	
6.1 <i>Completion of a pre-survey to determine local attitudes, perceptions and other baseline info by April 2002</i>	Protein Choice survey carried out on Junior Secondary School children in Accra. The report is published.
6.2 <i>Completion of a post-survey by the end of project</i>	Completed, report distributed
6.3 <i>Quarterly technical and financial progress reporting completed according to CEPF schedule</i>	Completed and submitted to CEPF
6.4 <i>End of project final evaluation completed by end of project</i>	Not completed
<b>Output 7: Quality and Quantity of environmental reporting in Ghana is increased</b>	
7.1 <i>Biodiversity Reporting Award (BRA) an environmental journalism contest is launched and implemented in 2002 and 2003</i>	The BRA was carried out in 2002 and 2003. Winners given certificates and overall winners have returned to Ghana after participating in international environmental journalism conferences in the USA
7.2 <i>Environmental Radio Award is launched and implemented in 2002 and 2003</i>	The Radio award was carried out in 2002 and 2003. Five radio stations participated and Peace FM won the award.
7.3 <i>Top environmental reporters from Ghana participating in the Biodiversity Reporting Award and leading newspapers are recognized in public ceremonies for their achievements in reporting on biodiversity issues</i>	An award night held and certificates and plaques given to the winners by a Minister of State and President of Ghana Journalist Association. 52 representatives of various media outlets and, NGOs and government agencies attended the event.
7.4 <i>BRA winners and honorable mentions receive professional journalism training kits (at least 6 journalists per year receive kits)</i>	Each of the winners received training kits from the International Center for Journalists (ICFJ) for their professional work.
7.5 <i>BRA grand prize winner attends key annual meeting of the world's environmental journalists to build his/her capacity</i>	The winners attended the annual meeting of the Society for Environmental Journalists (SEJ) in Baltimore (2002) and New Orleans (2003). They have since returned to Ghana. Winners participated in panels and had the chance to network with leading environmental journalists and conservationists.
7.6 <i>work of Radio award winner is acknowledged</i>	Certificate given to GBC Radio

***Describe the success of the project in terms of delivering the intended outputs.***

90% of the outputs were delivered.

***Were any outputs unrealized? If so, how has this affected the overall impact of the project?***

A couple of outputs are still to be realized in the course of the year. This is due to the fact that we cannot influence some of the processes, i.e. the cabinet revision of the draft Wildlife Laws. However, we would pursue this to ensure their speedy delivery.

**V. SAFEGUARD POLICY ASSESSMENTS**

***Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.***

## VI. LESSONS LEARNED FROM THE PROJECT

***Describe any lessons learned during the various phases of the project. Consider lessons both for future projects, as well as for CEPF's future performance.***

Outputs relating to cultural change take much longer period to be realized than the project's life period. This therefore falls out of the project implementation schedule. Support for monitoring evaluation after project implementation is very important, especially, a project which is targeted to cultural and behavioral change.

***Project Design Process: (aspects of the project design that contributed to its success/failure)***

The project design was specific, well focused and had measurable indicators for the achievement. This helped to track deliveries.

***Project Execution: (aspects of the project execution that contributed to its success/failure)***

## VII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

CEPF flexible funding, effective cooperation, partnership with all stakeholders, technical back-stopping from CI's International Communications team, combined with local strategic plan contributed tremendously to the success of the project. This is a project that has promoted CI-Ghana and CI in general as a leading conservation organization in Ghana. We have even received a high commendation from the President of the Republic of Ghana. We recommend assistance to enable CI-Ghana to host and gradually transfer the Bushmeat Stakeholders Task Force coordination to the Ministry of Lands and Forestry.

## VI. INFORMATION SHARING

CEPF aims to increase sharing of experiences, lessons learned and results among our grant recipients and the wider conservation and donor communities. One way we do this is by making the text of final project completion reports available on our Web site, [www.cepf.net](http://www.cepf.net), and by marketing these reports in our newsletter and other communications. Please indicate whether you would agree to publicly sharing your final project report with others in this way.

Yes  X

No

If yes, please also complete the following:

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