

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: Zoological Society of Philadelphia

Project Title (as stated in the grant agreement): National Public Awareness Campaign for Liberia

Implementation Partners for this Project: Forest Partners International in US 2004-2005
Society for the Conservation of Nature of Liberia primary implementing partner in Liberia

Project Dates (as stated in the grant agreement): October 1, 2002 – September 30, 2005

Date of Report (month/year): November 2005

II. OPENING REMARKS

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

This project was conceived and initially approved during a time of relative peace in Liberia. However, rebel factions once again gained control of most of the country in 2003. In late 2003, with the departure of President Charles Taylor, the UN instituted a peace-keeping mission in Liberia.

This instability resulted in the cancellation of another CEPF funded project, "Rural Public Awareness & Bushmeat Survey". That project was to serve as a base-line study for the evaluation of the effectiveness of a public awareness campaign in the five rural communities identified in Output 3.3 of this report.

The loss of leadership (President, Vice President, Public Awareness Director) within the Liberian implementing partner, the Society for the Conservation of Nature of Liberia (SCNL), further restricted the full implementation of this project. The campaign ultimately focused the majority of its efforts on Monrovia, Liberia.

The above factors resulted in numerous changes to the planned project outputs, as has been described in quarterly reports to CEPF.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: Enter project purpose from the Logical Framework worksheet of the approved project proposal.

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	
1. Planning workshop engaging representatives from the media, governmental organizations, NGOs, and universities will meet in Monrovia in October 2002 to identify priority conservation messages and to plan the media campaign.	A workshop was held in Monrovia in December 2002. Twenty-four organizations, representing governmental agencies, NGOs, and universities signed an MOU to cooperate in the implementation of a national public awareness campaign. Furthermore, the workshop participants identified three primary messages for the campaign.
2. Implementation of a national public awareness campaign from December 1, 2002 to November 30, 2003	Implementation of the national public awareness campaign was delayed due to civil conflict, and actually began in April 2004 and was completed in September 2005.
3. Evaluate efficacy of the campaign by conducting a post campaign public opinion survey, providing university students with training and experience in survey techniques, between January 1, 2004 and March 31, 2004.	In July 2005, 20 university students from the University of Liberia and Cuttington University College were trained in survey techniques. They implemented a survey in Monrovia, interviewing a total of 747 persons. Data collected from this survey were then compared to results from 2002.

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

In spite of major difficulties brought about by civil conflict and the loss of leadership at the primary implementing partner organization that caused delays and impacted project implementation and management, this project was successfully implemented. Our primary objectives of holding a planning workshop, implementing a media campaign, and conducting a post campaign survey were all completed.

However, not all of the specific outputs projected in the original proposal were met. A full media campaign was implemented in Monrovia and its vicinity, which represents approximately 40% of the country's population, but the closure of short-wave radio stations by the Taylor regime made a national media campaign unrealistic.

Due to the failure to fully implement the media campaign on a national scale, the post campaign survey was restricted to Monrovia. Twenty university students were trained in survey techniques and successfully conducted the survey. 747 persons were interviewed during the survey.

Results were compared to a similar survey that was conducted in 2002 (N=394). Data analysis found that for many questions there are no significant changes in responses. However, unexplainably, more respondents in 2005 felt that it was unlikely that an animal could become extinct than in 2002 (70%-2005, 30+%-2002). This was particularly distressing as "Extinction is Forever" was one of the primary messages, along with the naming of protected species and recognizing that the people of Liberia all have a role in conservation of forests and wildlife. Fortunately, the number of persons who could name three protected wildlife species increased from 2002 results, and 65% of persons interviewed felt they have a personal role in conservation. However, there was also an unexplainable decline in the number of persons who said that one should stop buying meat if they knew it came from a protected species (61%-2005, 68%-2002).

Although there is anecdotal evidence that there is now more bushmeat available to the Monrovia market than before or during the civil war, the survey did not find any increase in reported bushmeat consumption. However, domestic meat consumption rates have greatly increased. This is probably due to greater availability of beef in post-war Liberia. When asked what meat they would prefer to eat if price and availability were the same, results from 2005 were somewhat different from the 2002 results. Fish remained the most popular meat (>40%), even though it and chicken showed some decline in preference. Beef and goat increased in preference by a small percentage, likely due to greater availability, while preference for bushmeat remained relative the same (approx. 20%).

Were there any unexpected impacts (positive or negative)?

There were several unexpected negative impacts, including:

- Escalation of civil conflict to the extent that all project activities had to come to a stop in 2003.
- Loss of leadership positions within the primary implementing partner in Liberia greatly inhibited communication, project implementation, and project management.
- Failure of signatories to the MOU to collaborate and cooperate on the development and implementation of the media campaign. It was anticipated that partner organizations would find the campaign of value to their respective organizations as conservation messages related to their missions would be funded through the project, and this was confirmed through pre-project communications. However, when requested to assist with the project implementation many organizations refused to cooperate without financial compensation.

Unexpected positive impacts, included:

- CI-Liberia hosting the 4Ps workshop. This provided training and encouragement to implementing partners.
- CI-Liberia’s cooperation in working with the implementing partner to assist with design and implementation of the media programs
- The adoption of the “Protected Wildlife of Liberia” poster by UNMIL to train newly arriving personnel as to their responsibilities related to wildlife in Liberia. Staff is informed that they are not to engage in the purchase of wildlife, alive or as meat, or wildlife parts. This training will continue, as long as there are UNMIL troops in Liberia.

IV. PROJECT OUTPUTS

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

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1:	
1.1 All parties agree to attend workshop.	Completed
1.2. The planning workshop will have identified priority conservation messages and will produce a media plan for the public awareness campaign.	The planning workshop was held in December 2004. 24 organizations signed an MOU to cooperate on the implementation of the national public awareness campaign. Primary media messages were identified, and a preliminary media plan was discussed.
1.3. Implementing partners identified and memoranda of understanding, or contracts,	The planning workshop was held in December 2004. 24 organizations signed an MOU to cooperate on the implementation of the national

signed.	<p>cooperate on the implementation of the national public awareness campaign. Primary media messages were identified, and a preliminary media plan was discussed.</p> <p>From those organizations that signed the MOU, a steering committee was identified. They were charged with the finalization and implementation of the media plan. However, poor participation resulted in a re-plan that placed the primary responsibility for the development and implementation of the media plan under SCNL. SCNL in turn worked closely with the Forestry Development Authority and Conservation International-Liberia to implement the media campaign.</p>
Output 2:	
2.1 The creation and distribution of four radio spots per month in each of six radio stations.	The media campaign did not meet media output goals during most of the project. There were generally no more than two radio spots per month. Due to the reduction in the number of radio stations that could reach the majority of the country, radio spots were restricted to Radio Veritas. Attempts were made to get spots on UNMIL's short-wave radio station, but were unsuccessful. In addition to radio programs, six conservation jiggles were contracted with a popular Liberian performer. These jiggles were aired on local radio and will likely continue to be aired in the future.
2.2 The creation and distribution of two cartoons per month in each of six newspapers.	The media campaign did not meet media output goals during most of the project. There were generally no more than one cartoon per month placed in 1-2 newspapers in Liberia. During the project, it was decided to focus more attention on the radio than newspapers as it was seen to be a more effective medium that was also more cost effective.
2.3. The creation and distribution of two articles per month in each of six newspapers.	The media campaign did not meet media output goals during most of the project. There were generally no more than one article per month placed in 1-2 newspapers in Liberia. During the project, it was decided to focus more attention on the radio than newspapers as it was seen to be a more effective medium that was also more cost effective.
2.4. The creation and distribution of one television show during 2003.	Conservation International-Ghana's bushmeat video was aired several times in Monrovia. In addition, a longer program was produced that included a discussion of the video and the impending bushmeat crisis in Liberia. This program was also aired several times.
2.5. The creation and presentation of four different street dramas each in 13 communities during 2003.	Following the civil conflict of 2003, media costs increased dramatically. A re-evaluation of the media plan resulted in dropping the inclusion of street theatre
2.6. The creation one billboard display in Monrovia and retain contract for one year.	Five conservation billboards were produced and installed in Monrovia, and will remain in place for many years.
2.7. Produce and distribute 10,000 "Protected Wildlife of Liberia" posters	Several government agencies and NGOs assisted in the distribution of "Protected Wildlife of Liberia" posters. Approximately 3,000 remain to be distributed. Distribution will continue beyond the

	end of this project. UNMIL has adopted the poster as a means of training their personnel, newly arriving in Liberia, not to engage in the purchase of wildlife or wildlife parts and that they are subject to both Liberian and International law.
Output 3:	
3.1. 20 students from the UL and CUC would be recruited to conduct interviews by January 1, 2004.	Twenty students from the University of Liberia and Cuttington University College were recruited and trained in survey techniques in July 2005.
3.2. Students would be trained in interview techniques by the end of January 2004.	Twenty students from the University of Liberia and Cuttington University College were recruited and trained in survey techniques in July 2005.
3.3. Students would conduct 3,000 interviews in 13 communities (eight urban and five rural targeted communities) by the end of March 2004.	While posters and some radio messages did reach much of the country, it was felt that it was too sporadic and limited to warrant a survey of the original targeted 13 communities. With CEPF's permission, it was re-planned to survey only Monrovia. In July 2005 the 20 university students conducted a survey in Monrovia, interviewing a total of 747 individuals.
3.4. Interview results would be entered and analyzed by Philadelphia Zoo, SCNL, and university students in April 2004.	Data was entered and analyzed in August 2005.
3.5. Philadelphia Zoo and SCNL would produce 100 copies of the final report and distribute to partners and interested parties by June 30th 2004.	Forest Partners International, implementing partner on this project, will distribute final reports on the media campaign and the post campaign survey to partners and interested parties in Liberia during a visit scheduled for December 2005-January 2006.

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

In spite of the difficulties associated with civil conflict and the loss of leadership within the implementing partner, this project successfully met most of its intended outputs. This project did ultimately create a strong partnership between SCNL, Conservation International-Liberia, and the FDA to promote public awareness. Staff from SCNL and FDA attended a 4Ps workshop hosted by Conservation International. While this workshop did not result in a formal media plan, it did catalyze a more productive working relationship between these organizations. This project also successfully produced media that was not credited to any one organization. Instead, all media was credited to the Alliance for Conservation in Liberia, thus demonstrating a more coordinated effort to promote public awareness on conservation issues of importance to Liberia. The adoption of the "Protected Wildlife of Liberia" poster by UNMIL as training materials was a positive addition to the project.

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

Several project outputs were not fully met. The project outputs that were not met were associated with civil conflict and the loss of leadership within the implementing partner, SCNL. In addition, it was found that while 24 organizations signed the MOU to work together on this project, few followed through when they discovered that they would not be financially compensated for their participation in planning meetings or campaign implementation. The project was unable to reach the entire country as effectively as anticipated, but instead focused its activities on Monrovia. In addition, staff constraints and poor cooperation from working group partners greatly reduced the intensity of the media campaign. Due to media limitations and the fact that no baseline data existed for the targeted rural communities, the survey to evaluate the public awareness campaign was also limited to Monrovia.

V. SAFEGUARD POLICY ASSESSMENTS

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

No action was required

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.

The following were major lessons learned during the implementation of this project:

- National security is essential to the implementation of an effective media campaign
- Consistent communication between partners is imperative, but difficult to maintain during civil conflict
- Stability within the leadership of implementing partners is needed to maintain performance levels
- During economic hardships, such as found in post-war Liberia, it is difficult to depend on contributed assistance from implementing partners
- Additional funding was needed to maintain support of partner organizations
- Adaptive management of projects is essential to meeting the changing conditions and priorities
- Costs may change rapidly within a war-time and post-war society

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

Project design was based on available information and appeared appropriate at the time of its formulation. However, it failed to anticipate the inability or unwillingness of implementing partners to fully engage in the project, in spite of indications that they were willing to assist prior to the funding of the project. Media outputs outlined in the project proposal were intended as estimates, based on current pricing, anticipated assistance from other conservation NGOs in Liberia, and available implementing partner personnel. Unfortunately, with escalating civil conflict, the loss of leadership within the implementing partner, and the reduced participation by potential implementing partners, the media outputs were greatly reduced.

Dependency upon a previously funded project to survey rural communities, which later was cancelled due to the civil conflict, resulted in an inability to compare survey results from the five targeted rural communities.

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

Elements of the project execution that resulted in its success, included:

- Long-term partnership with the implementing partner and others in Liberia
- Adaptive management allowed the project implementation to respond as well as possible to limiting factors and unanticipated events
- Contributions of CI-Liberia staff to the project
- Willingness of several organizations to assist with the distribution of "Protected Wildlife of Liberia" posters
- Long-term partnership with University of Liberia and Cuttington University College contributed in making the post campaign survey a success

Elements of the project execution that contributed to negative results, included:

- Escalation of the civil conflict resulted in the closure of implementing partners' offices

- Dependency upon the primary implementing partner to produce media and get it presented to the public
- Dependency upon MOU signatories to collaborate and coordinate with the primary implementing partner to fully implement the media plan

VII. ADDITIONAL FUNDING

Provide details of any additional donors who supported this project and any funding secured for the project as a result of the CEPF grant or success of the project.

Donor	Type of Funding*	Amount	Notes
Forest Partners International	A	\$1,442	Estimate of time donated to implementation of this project
Society for Conservation of Nature of Liberia	A	\$1,800	Estimate of time donated to implementation of this project
Conservation International-Liberia	A, B	\$800	Estimate of time donated to implementation of this project (\$300) & donation of attendance at 4Ps workshop (\$500)
Forestry Development Authority	A	\$300	Estimate of time donated to implementation of this project and distribution of posters
SAMFU	A	\$300	Estimate of time donated to implementation of this project and distribution of posters
CEEC	A	\$300	Estimate of time donated to implementation of this project and distribution of posters
GECOMSA	A	\$300	Estimate of time donated to implementation of this project and distribution of posters
EPA-Liberia	A	\$300	Estimate of time donated to implementation of this project and distribution of posters
UNMIL	B	\$1,000	Distribution of posters, and the implementation of "new comers" training program to reduce the impact of UNMIL personnel on wildlife

****Additional funding should be reported using the following categories:***

A *Project co-financing (Other donors contribute to the direct costs of this CEPF project)*

- B** *Complementary funding (Other donors contribute to partner organizations that are working on a project linked with this CEPF funded project)*
- C** *Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF funded project.)*
- D** *Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*

Provide details of whether this project will continue in the future and if so, how any additional funding already secured or fundraising plans will help ensure its sustainability.

This project will not continue in a formal manner. However, the project did serve to underscore the importance of public awareness activities to the conservation community of Liberia. Conservation International-Liberia has developed a weekly radio program, and UNMIL has implemented a “new comers” training program developed using the poster and materials developed during this project.

Media campaigns will continue as funding allows, and Forest Partners International will seek funding to promote greater national awareness of issues related to the conservation of forests and wildlife in Liberia. Forest Partners International will also focus public awareness activities on rural communities adjacent to Sapo National Park.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

This project began the on-going process of educating the populace and government of Liberia as to the need for forest and wildlife management and conservation. A long-term commitment from all organizations and agencies concerned with conservation in Liberia is required. This project has catalyzed that process. Conservation International-Liberia has implemented a weekly radio talk show, and UNMIL has taken on materials produced by this project to train its new staff in Liberia.

We recommend that the training materials used by UNMIL be adopted by all of the international organizations working in Liberia, that each conservation organization working in Liberia commit to public awareness through the Alliance for Conservation in Liberia to provide a strong, unified message to the people of Liberia, and that future public awareness campaigns should focus on achievable goals related to public behavior and on national policy issues to engage the public in the management of their natural resources.

IX. 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, 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 _____
 No _____

If yes, please also complete the following:

For more information about this project, please contact:

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