

CEPF Small Grant Final Project Completion Report

CEPF 小项目最终项目完成报告

Complete the following report worksheet to provide CEPF with an overall summary of the results of your project. Within the narrative section, responses should be concise, but include sufficient detail to present a clear understanding of the development and progression of this project.

为了能给 CEPF 提供此项目的全面摘要，请填写以下工作表。在叙述性问题部分，言语应简明有效，以便清晰理解该项目的发展和进程。

Date of Report (MM/DD/YY)
10 / 16 / 04

Organization Information 组织信息
Organization Name Conservation International – Mainland Asia Program
Project Name Black Market Media – Inside the Endangered Species Trade in Asia
Project Dates (as stated in the contract agreement) October 1, 2002 – June 30, 2004
Partners Project Team: Adam Oswell, Freelance Photographer and Ben Davies, Freelance Journalist
Project Description – Provide a brief description of the project your team implemented. The project team researched and comprehensively documented the wildlife trade in the Asian region to produce a 200-page book and photographic database. The team has worked on this project for two and a half years all together.

Narrative Questions 叙述性问题
1. What was the initial objective of this project? To comprehensively investigate and document wildlife trade in Asia and produce a book for international distribution. The book will be used to create awareness and as an educational tool for government, NGOs, donors and the general public. It will also provide images that can be used to produce media tools for fundraising and awareness.

2. Did the objectives of your project change during implementation? If so, please explain why and how.

No

3. How was your project successful in achieving the expected objectives?

The first objective was met in that the publication will be released in November 2004. However, it is too early to evaluate the objectives of awareness and fundraising as these activities have not yet begun.

4. Did your team experience any disappointments or failures during implementation? If so, please explain and comment on how the team addressed these disappointments and/or failures.

Yes, initially it was very difficult and time consuming for the team to secure funds and support. The fundraising effort entailed working with five different funders (Conservation International, WildAid, Wildlife Conservation Society, Care for the Wild International, Australian Government) and coordination was at times difficult. The publication was delayed, as it was initially going to be released in September 2004 in time for CITES COP 13, but now will be released in November, in time for the IUCN World Conservation Congress. The logistical preparations were also very complex and took longer than expected, as the work covered ten countries in Asia and meant working with various governments and agencies to secure access to protected and restricted areas where wildlife trade was active.

5. Describe any positive or negative lessons learned from this project that would be useful to share with other organizations interested in implementing a similar project.

The work was started before the total project funds were secured and this caused significant difficulties. It is therefore recommended that all financing is secured prior to initiation. On the positive side, the team received strong cooperation from all contributors, and once access to sites was secured, took powerful photographs and acquired considerable information on wildlife trade operations.

6. Describe any follow-up activities related to this project.

Adam Oswell and Ben Davies plan to launch the publication at the IUCN World Conservation Congress in November and stage photographic exhibitions at various venues (locations and timing to be confirmed). They also plan to use this project as a basis to continue documenting the trade and producing educational material related to wildlife trade in the region that can be used to enhance understanding of the issue. This project has produced over 200 photographs of the trade, and there are plans to expand this photographic database as a next phase. Also, CI's Mainland Asia Program is using many of the photographs to produce a multi-media presentation to be used as a fundraising and awareness tool for its wildlife trade program.

7. Please provide any additional information to assist CEPF in understanding any other aspects of your completed project.

In conjunction with CEPF, the Mainland Asia Program decided not to put CI's logo on the final publication due to some material in the manuscript that we were not entirely comfortable with. WCS and WildAid have also left their logos off of the final product. However, we still feel that it will be a powerful tool for fundraising and awareness on the Asian wildlife trade and plan to use it to those ends.

