

AFRICA BIODIVERSITY COLLABORATIVE GROUP (ABCG):

Working Together to Help Conserve Africa's Biodiversity



FROM AWARENESS TO ACTION: SHARING LESSONS LEARNED FOR AFRICAN CONSERVATION

REPORT TO THE CRITICAL ECOSYSTEM PARTNERSHIP FUND

Prepared by the *Africa Biodiversity Collaborative Group*
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Summary

“What are the most effective methods of communication and networking to influence conservation outcomes for non-governmental organizations and African partners?” “How do we promote awareness on key conservation challenges that result in conservation capacity building and action?”

These were the research questions behind the communications assessment carried out by the Africa Biodiversity Collaborative Group (ABCG). ABCG¹, a collaboration by U.S.-based international conservation non-governmental organizations (NGOs) that explores cutting edge and high priority issues affecting Africa, wanted to determine how new conservation concepts, tools and lessons are best shared with conservation decision-makers and practitioners in all regions of Africa. ABCG conducted four case studies to gain an in-depth view of the effectiveness of different communications methods, activities, and products used in their collaboration as well as other projects. The case studies included:

1. Biodiversity Support Program (BSP) Armed Conflict and the Environment Project;
2. ABCG HIV/AIDS and Conservation Linkages Project;
3. ABCG General Communications Activities; and
4. ABCG Product Cost Analysis.

The **key finding** of this study is:

U.S.-initiated projects that articulate conservation linkages and identify key messages and lessons on emerging and high priority issues can more effectively build capacity of field-based partners in Africa (in terms of learning, behavior change, and organizational change) when they develop and implement a focused, effective multi-tiered communications strategy that takes into account different levels of target audiences and identifies the most useful means of communications that considers timing, outreach, and cost.

Use a Framework for Communications Planning

Based on an analysis of the case studies, the four steps for communications planning outlined in Conservation International’s publication, *The 4-P Workshop: Designing Communications and Education Strategies for Conservation Projects*², provide a useful framework for preparing effective projects that share lessons learned for addressing emerging and high priority conservation challenges.

¹ ABCG comprises African Wildlife Foundation, Conservation International, IUCN-The World Conservation Union, Wildlife Conservation Society, World Resources Institute, and World Wildlife Fund.

² Conservation International. *The 4-P Workshop: Designing Communications and Education Strategies for Conservation Projects*. 4th Ed. Washington, DC: August 2003. The 4 P’s stand for: 1) problem, 2) public, 3) products, and 4) plan.

Step 1. Define the problems/linkages

- U.S. initiated projects are useful when they are among the first studies to articulate problems, identify linkages, spell out key messages, and promote lessons learned on cutting edge conservation issues. They can play an important role to raise the profile on conservation impacts and share coping strategies.

Step 2. Identify target audiences

- As cutting edge issues impact numerous stakeholders, target audiences at various levels must be identified in order to build their capacity in terms of learning (development of knowledge, skills, and attitudes), behavior change (changes in individual's work performance), and organizational change (changes in actions by organizations).

Step 3. Select communication methods

- Activities that advance cutting edge thinking should be well-documented (e.g. workshop proceedings). Products should be widely distributed on the web as well as hard copies for those without internet access. Products should be translated into local languages as well as English, French, and Portuguese to reach intended audiences, where appropriate. The cost of distributing documents in Africa must also be considered as part of the planning phase as this can be very expensive.

Step 4. Implement communications plan

- Once main messages and lesson learned on high priority conservation issues are known, a multi-tiered communications approach targeting specific audiences is needed that considers timing, information flow, product distribution, how communication activities build upon one another, outreach and networking, cost and how to leverage additional resources to share lessons learned (e.g. funding and in-kind support).

Formalize Communications Planning to Promote Messages on Cutting Edge Conservation Issues

The assessment found that the planning for communications activities by the projects analyzed were mainly ad hoc and opportunistic. The benefit of having this informal communications approach was that activities could be flexible and can be designed to build on previous activities. Also certain activities such as consultancies, the commissioning of case study reports, and workshops were needed in order to gather results and determine what messages on cutting edge issues need to be communicated. However, after these messages were identified and refined, the projects may have been able to target more audiences, been able to distribute their products more effectively, and been more cost effective if they had a formalized communications strategy.

One of the reasons for the lack of formalized communications strategies is that it often takes more time, effort, and funding to synthesize results and articulate clear messages on emerging issues than originally anticipated. Identification of key messages and lessons are often based on consultancies for case study development and regional workshops in Africa that can be costly and time consuming. Then factors such as the project's funding, the amount of time remaining for a project, and the cost of producing and distributing materials to the target audience play a role in how new lessons learned are shared with African audiences. For example, the closing down of the Biodiversity

Support Program impacted the production and distribution of the publication, *The Trampled Grass*.

The communications activities for the ABCG HIV/AIDS and Conservation Linkages project did not occur according to a systematic approach. Communications activities and projects were ad hoc, opportunistic, and evolved as the project developed. ABCG identified the impacts of HIV/AIDS on conservation capacity, natural resources and land use, and clearly articulated these impacts and ways to reduce impacts based on a four month consultancy (costing approximately \$16,000) and the Nairobi workshop (costing approximately \$27,000). ABCG selected only one audience to target: African NGOs and government agencies that had developed coping strategies to deal with the impacts of AIDS on their institutions and on natural resources and land use.

According to the assessment those African partners who were the target audience for ABCG's HIV/AIDS and Conservation Linkages project stressed that the project helped raise the profile on this issue and promote an understanding of these linkages. The products and activities that ABCG developed for this target audience were considered very useful in terms of building conservation capacity and impacting organizational behavior such as AIDS awareness, recognizing that the conservation sector has a role to play in dealing with HIV/AIDS, and the development of AIDS organizational policies. However, as the impact of AIDS is affecting people at so many levels, it would likely have been beneficial for ABCG to consider more audiences and develop more specific communications products and activities in order to reach different target publics such as local communities practicing community-based natural resource management, national decision-makers, and the health sector. In the future, the ABCG AIDS and Conservation Linkages project can likely have more impact if it implements a more formalized and better planned multi-tiered communications approach that targets more audiences who are dealing with this critical conservation issue and considers more effective methods to distribute information and products in Africa.

Recognize the Importance of Networking Opportunities and the Need to Document Cutting Edge Thinking

Networking opportunities (e.g. through workshops in Africa) with colleagues in other countries facing similar conservation challenges and publications that articulate and document key messages, lessons learned, coping strategies and guidelines are important for building the capacity of African practitioners on emerging conservation issues.

Networking was identified as one of the most effective activities of U.S.-initiated projects on cutting edge conservation issues by the African conservation practitioners surveyed in both the BSP Armed Conflict project and the ABCG HIV/AIDS and Conservation Linkages project. For example, networking enabled leaders from local African NGOs to meet and exchange information with colleagues in other countries who were dealing with similar conservation problems with the impacts of armed conflict on the environment. Most of the networking activities were initiated at workshops based in Africa. Although workshops can be costly and limited in participation, they often provide a forum for discussing commissioned case studies and provide the basis for synthesizing key lessons to deal with cutting edge conservation problems. Publications were found to be very helpful as they documented key findings, provided guidelines, and could be widely distributed.

Share Coping Strategies, Guidelines and Ways to Reduce Impacts to Conservation

In order to build the capacity on emerging conservation issues, new knowledge, skills, attitudes, and practices must be clearly presented to targeted individuals in order to foster learning. To promote organizational change, the profile of key issues must be raised, and appropriate guidelines presented to the targeted organizations. Sharing of examples of similar successful strategies, and help in establishing new partnerships, and securing funding and technical assistance should be provided.

Select Appropriate Methods, Activities, and Products on Case-by-Case Basis

Regarding whether there was one specific method, activity, or product that was the most useful and cost-effective tool to share lessons learned on key conservation issues with African colleagues, there was no clear consensus from the four case studies. The ABCG Nairobi workshop was considered the most useful activity of all the case studies explored. However, it was one of the most costly activities. The general ABCG website was one of the least effective activities in comparison with others (although it was still considered “useful”). Yet it was one of the least expensive products. Instead multi-tiered communications approaches need to be created on a case-by-case basis, depending on the conservation messages and targeted audience.

In general, the activities and products considered very effective for sharing information on cutting edge conservation issues impacting Africa as exemplified by the case studies were:

1. Networking
2. Publications **and** List serves
3. African workshops (2-3 days) **and** Thematic meetings in Washington, DC (2-3 hours)
4. Regional and international conferences
5. Posters **and** Websites

The most useful activities for sharing lessons learned by the BSP Armed Conflict and the Environment Project were:

1. *networking*- building contacts among African partners who deal with conflict
2. *publication- The Trampled Grass: Mitigating the impacts of armed conflict on the environment* (considered “useful” by the respondents; criticism was that the case studies were not published in the final publication but instead appeared on-line.)
3. *workshops*- the PanAfrican workshop was considered “very useful” while little response was received about the Preparing for Peace workshop
4. *presentations*- at international conferences such as Society for Conservation Biology were considered “useful” although few African respondents knew about these presentations.

The most useful activities for sharing lessons learned by the ABCG HIV/AIDS and Conservation Linkages Project were:

1. *workshop*- 2-day Nairobi workshop for conservation and health sector professionals on HIV/AIDS and Conservation Linkages
2. *publication- Nairobi workshop proceedings report*
3. *networking*- opportunities provided by the ABCG project
4. *website*- materials and case studies on HIV/AIDS and conservation linkages on the ABCG website (www.abcg.org) / see: http://www.frameweb.org/ev.php?URL_ID=6786&URL_DO=DO_TOPIC&URL_SECTION=201&reload=1056639220
5. *poster*- HIV/AIDS and Conservation poster **and** *presentations*- at international conferences such as the World Parks Congress.

The most useful methods, activities, and products for sharing general information by ABCG were:

1. *networking*- through ABCG meetings, brown bags and other activities, participants were able to meet colleagues from a variety of conservation and development institutions and gain insight about what their partners and donors were working on and how these organizations functioned
2. *list serve*- by participating in the email list serve, participants were able to learn about upcoming events, publications, job announcements, etc.
3. *meetings*- by attending ABCG thematic meetings in Washington, D.C., participants were able to learn about cutting edge issues, who is working on these issues, key resources, and opportunities for next step and potential collaboration
4. *publication*- a report by Greenwatch-Uganda about land use policies in Uganda and the legal issues around compensation for land used for biodiversity conservation, protected area management and other uses
5. *African workshops*- hosting the ABCG Nairobi AIDS workshop and the ABCG AIDS and Compensation sessions at the College of African Wildlife Management symposia, etc.
6. *ABCG website*- by placing the materials collected from ABCG thematic meetings on the website (www.abcg.org) as well as web links, case studies, and other materials (considered only “moderately useful”).

Assess Impact to Conservation Outcomes

The communications strategies for cutting edge conservation projects should be designed to influence conservation outcomes. The case studies looked at the conservation outcomes in terms of impacting learning (e.g. the development of new knowledge, skills, attitudes, and practices developed), building the capacity of conservation practitioners, and changing organizational behavior.

Case Study 1. BSP Armed Conflict and the Environment Project

Respondents shared how they learned, changed their work behavior, and influenced their organizational activities as a result of the BSP Armed Conflict and the Environment project. According to the communications assessment, the following was found:

Articulating Problems and Linkages

The BSP ACE Project:

- was one of the first studies to articulate the relationship between armed conflict and the environment
- raised the profile of the issue of armed conflict and the environment.

Building Conservation Capacity

The BSP ACE Project:

- improved individuals’ knowledge, skills, attitudes, and practices to deal with issues involving armed conflict and the environment
- enabled individuals to better articulate the relationships between armed conflict and environmental management

- enhanced understanding of the need for contingency planning for insecurity
- sensitized individuals and their organizations on the issue
- impacted individual's work by changing people's actions and where they focused their attention (e.g. directly with chiefs of communities or within protected areas in dealing with conflict)
- shared information and lessons learned on conflict/environment
- provided opportunities for networking with conservation colleagues in other African countries who are dealing with issues of armed conflict.

Impacting Organizational Behavior

The BSP ACE Project:

- sensitized organizations on the issue of armed conflict and the environment
- encouraged organizational learning on conflict/environment issues
- changed organizational activities such as project implementation and research [e.g. in terms of focusing on-the-ground in protected areas and conducting surveys after conflict as well as changing how they worked with communities affected by conflict]
- helped organizations to secure funding
- assisted local NGOs to establish working relationships with major international conservation organizations.

Case Study 2. ABCG HIV/AIDS and Conservation Linkages Project

Respondents shared how they learned, changed their work behavior, and influenced their organizational activities as a result of the ABCG HIV/AIDS and Conservation Linkages Project. According to the communications assessment, the following was found:

Articulating Problems and Linkages

The ABCG HIV/AIDS and Conservation Linkages Project:

- provided a better understanding of the issues surrounding HIV/AIDS and how it impacts conservation and capacity building efforts in Africa.

Building Conservation Capacity

The ABCG HIV/AIDS and Conservation Linkages Project:

- provided networking opportunities to interact with peers from other countries who had developed coping strategies to deal with HIV/AIDS impacts on conservation and capacity
- increased interest on HIV/AIDS and conservation linkages
- assisted conservation programs in obtaining information
- presented quantifiable data on which to base subsequent research
- helped with the ability to secure funding for research.

Impacting Organizational Behavior

The ABCG HIV/AIDS and Conservation Linkages Project:

- made links/contacts with organizations with experience in HIV/AIDS work and anti-retrovirals
- assisted university program to refine conception of issues to be addressed
- made wildlife college's review their curriculum to integrate information on HIV/AIDS
- provided information at a time when organizations were grappling with these issues, and thus was able to play a very useful role
- helped legitimize the linkages between HIV/AIDS and conservation among members of organizations that enabled greater flexibility to pursue this issue further
- generated a greater commitment by the organization on HIV/AIDS and conservation linkages
- integrated HIV/AIDS into protected area management plans
- created awareness to workers who are very vulnerable to the disease to start taking precautions in fighting it
- implemented various activities on biodiversity and HIV/AIDS including raising AIDS awareness and action levels of biodiversity issues amongst school pupils, communities and the general public
- enhanced interest and capacity that led to the establishment of a rural-based NGO that works with communities to address impacts of HIV/AIDS, including, through biodiversity approaches
- created substantive changes in the way some international conservation NGOs treats HIV/AIDS both from staff/employee policies and how to operate externally with partners
- established strategic alliances on HIV/AIDS developing an active role by national parks organization to educate its workers on the dangers of the disease
- encouraged organizations to set aside a budget for AIDS and conservation awareness creation and education
- catalyzed organizations to put a formal HIV/AIDS personnel policy in place.

Case Study 3. ABCG General Communications Activities

Respondents shared how they learned, changed their work behavior, and influenced their organizational activities as a result of the ABCG methods, activities, and products. The key impacts of the ABCG, in general, to build capacity of ABCG members and African partners were:

- sharing information;
- facilitating networking;
- encouraging collaboration;
- learning new approaches;
- gaining new resources;
- providing insight about the work of conservation partners; and
- helping make better management decisions.

When asked what respondents most appreciate about ABCG, the responses highlighted information sharing, networking and collaboration. For example, respondents appreciated the opportunity that ABCG provided to explore critical emerging African

conservation themes and “push the envelope”, learn from in-depth presentations, hold open frank discussions, and interact with various stakeholders.

Case Study 4. ABCG Product Cost Analysis

The most cost effective products were:

1. website – ABCG AIDS pages (cost \$0.15 per hit and was considered very useful)
2. website – ABCG general website (cost \$0.24 per hit, however, it was only considered moderately useful)
3. poster – HIV/AIDS and conservation poster (cost \$2.43 per copy and was considered very useful)
4. publication – Nairobi Workshop Proceedings (cost \$2.63 per report, but was considered the most useful ABCG product tied with the list serve)
5. list serve – ABCG general email list serve (cost \$3 per email, but was considered the most useful ABCG product tied with the Nairobi workshop publication).

The most cost effective activities per person per hour:

1. 2.5-day conference – regional conference at the College of African Wildlife Management, Tanzania (\$2.16 per person per hour and was considered very useful)
2. 3-hour thematic meetings – ABCG’s regular meetings in Washington, DC (\$5.83 per person per hour and considered very useful)
3. 2-hour workshop – at the World Parks Congress in South Africa (\$12.50 per person per hour was ABCG’s share and considered very useful)
4. 2-day workshop – ABCG AIDS workshop in Nairobi, Kenya (\$19.81 considered the most useful of all ABCG activities).

Leverage Funding to Advance Conservation Messages

In addition to developing communications products, projects by U.S. based conservation NGOs can also play a unique role by helping to leverage funding for communications activities. For example, ABCG has been very successful at leveraging funds for various activities that promote its communications products such as obtaining funding for numerous African partners to participate in international and regional conferences where they can help share messages on AIDS and conservation linkages as well as distribute ABCG products such as the AIDS poster and Nairobi workshop proceedings. U.S. based NGOs with their extensive networks and partners are well positioned to help leverage funding and raise the profile of key conservation messages.

Monitor and Evaluate Impact of Communications Approach

U.S. based conservation projects must actively monitor and evaluate the impact of their communications approach. Projects should continuously review the effectiveness of their communications strategy, and be willing to change their methodologies and adapt their activities and products as appropriate to ensure that key messages on emerging conservation issues are reaching the targeted audiences. Long-term monitoring will enable assessment of whether these projects influenced learning, work performance, and organizational change.

Revise ABCG Communications Strategy

The case studies on the BSP Armed Conflict Project, the ABCG AIDS Project, ABCG General Communications, and ABCG Product Cost Analysis provide information about the effectiveness of different communications methodologies. These findings will help

ABCG to revise its communications strategy. Following are specific recommendations for ABCG based on the communications assessment and survey results.

ABCG needs a multi-tiered communication approach that:

1. Defines the key message of the emerging African conservation issue to be addressed (e.g. on HIV/AIDS impacts to conservation in next wave countries, on human migration and conservation, and on funding priorities for African conservation);
2. Identifies the target audiences. Broadly speaking, ABCG has two distinct audiences in different locations; different subsets of these audiences are targets of different messages:
 - A. *Washington-DC based ABCG members, colleagues from the Africa-focused community, and U.S. based policy-makers and donors; and*
 - B. *African partners from local NGOs, universities, government agencies, donors, communities, private sector, etc, from Madagascar and West, Central, East, and Southern Africa.*
3. Selects the most appropriate products and activities that consider costs as it shares tools and information with the intended audience.
4. Sets forth a communication plan that considers cost, timing, flow of different activities and products for various targeted audiences and whereby one activity builds upon another.

Proposed actions for revising the ABCG communications strategy identified by survey respondents include:

- Hosting more thematic meetings in Washington, D.C. and workshops in Africa-national level meetings on key emerging issues for decision-makers and sponsor local level workshops to get information out to targeted communities and conservation practitioners in the field (e.g. key protected areas)
- Holding video conferences or web cam conferences with African organizations in the field
- Redesigning the summaries/minutes from ABCG thematic meetings in Washington, DC, into a 3-5 page dissemination notes, fact sheets, or focused synopsis that are more attractive and user friendly so that they can reach targeted audiences in Africa and the U.S. through both electronic and hard copies
- Translating materials into French and other languages as necessary
- Improving the ABCG website:
 - Put links to the ABCG website on our members and partners' websites (e.g. AWF, CI, IUCN, WCS, WRI and WWF). There currently are no links. This will help improve the visibility of the website and increase information access
 - Revise the design, navigability, and user friendliness of the ABCG website for those with internet access.

- Expanding current email list serve to include at least 100 new African participants in order to promote dialogue and networking with U.S. experts. New partners will be suggested by ABCG members from their extensive networks. The list serve will be subdivided by different issues
- Developing a monthly eNewsletter from ABCG to the members to make them feel connected. The Enewsletter could summarize activities during the month, talks about upcoming events, and include articles from members on recent conservation successes
- Asking ABCG organizations to include information about ABCG's lessons learned in their Africa communications products (e.g. African Wildlife Foundation's Tanzania and Kenya eNewsletter to their partners)].

5. Is flexible and recognizes that each project requires a different approach and that from project to project the audience might be different and the products used to disseminate the information appropriately might change.

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**Africa Biodiversity Collaborative Group (ABCG):
*Working Together to Help Conserve Africa's Biodiversity***

INTRODUCTION

The Africa Biodiversity Collaborative Group (ABCG) conducted four case studies to assess what are the most effective methods of communication and networking to influence conservation outcomes for non-governmental organizations (NGOs) and African partners; and to study how to promote awareness on key conservation challenges that result in conservation capacity building and action,

ABCG, a collaboration between U.S.-based international conservation NGOs that explore emerging and high priority issues affecting Africa, wanted to determine how conservation concepts, tools and lessons are best shared with conservation decision-makers and practitioners in all regions of Africa. ABCG comprises African Wildlife Foundation, Conservation International, IUCN-The World Conservation Union, Wildlife Conservation Society, World Resources Institute, and World Wildlife Fund. Communication, outreach and networking are major functions of the ABCG, and so being, the group wanted to determine how to make conservation results, lessons and tools available to international conservation organizations, practitioners and policy makers in Africa, in order to impact learning, behavior change and organizational change.

To determine the effectiveness of selected forms of networking and communication, case studies were conducted on communication activities by ABCG and an ABCG partner [e.g. a study on impacts of armed conflict on the environment by the Biodiversity Support Program (BSP)]. Based on results of the assessment, ABCG will revise its communications and networking strategy for effective knowledge management and share lessons learned on selected high-priority conservation issues in Africa. ABCG will actively circulate its findings to influence how its member organizations and others can more effectively share best practices.

The four case studies described in this report include:

- 1) Biodiversity Support Program (BSP) Armed Conflict and the Environment Project;
- 2) ABCG HIV/AIDS and Conservation Linkages Project;
- 3) ABCG General Communications Activities; and
- 4) ABCG Product Cost Analysis.

CASE STUDY 1: ARMED CONFLICT AND THE ENVIRONMENT PROJECT

Research Question for Communications Assessment on the Biodiversity Support Program's Armed Conflict and the Environment Project

“How effective were the communications methods, activities, and products used by the Biodiversity Support Program's Armed Conflict and the Environment Project in sharing lessons learned on the negative impacts of armed conflict on the environment in Africa, and practical experiences to reduce these impacts before, during, and after conflict?”

Introduction

From 1998 to 2001, the Biodiversity Support Program³ (BSP) conducted a project on the impacts of armed conflict on the environment. The purpose of the Armed Conflict and the Environment (ACE) Project was to review the negative impacts of armed conflict on the environment in Africa, and analyze a wide range of practical experiences to reduce these impacts before, during, and after conflict.

The ACE project studied the impacts of armed conflict to the environment including habitat destruction, loss of wildlife, over-exploitation of natural resources, and pollution. It reviewed the impacts of conflict and post-conflict to conservation organizations as well as the broader political, social, and economic consequences. In addition, the project conducted case studies from different parts of Africa to explore practical actions that had been taken by the conservation sector and others to mitigate and reduce these impacts. The principles developed focused on organizational responses, collaboration, issues of funding and finance.

The communications methods, activities, and tools used by the BSP project included hosting one international workshop [e.g. the Pan-African workshop in Victoria Falls, Zimbabwe in April 2001] and a national level “Preparing for Peace” workshop in the Democratic Republic of Congo in June, 2001, extensive networking, information sharing, and presentations at international conferences. It also published the guide entitled, *The Trampled Grass: Mitigating the impacts of armed conflict on the environment*⁴ as well as numerous case studies that are available on the BSP website (www.bsponline.org). The project also produced numerous articles in journals and books.

The BSP ACE project did not have a specific communications plan in place when it was designed. Instead a broad communications component was considered that would allow for training and publications. One of the reasons for the lack of a communications strategy was because the project did not know exactly what messages

³ The Biodiversity Support Program (BSP) operated from 1989-2001 as a consortium of World Wildlife Fund (WWF), The Nature Conservancy (TNC), and World Resources Institute (WRI) and was funded by the United States Agency for International Development (USAID). BSP's mission was to promote conservation of the world's biological diversity believing that a healthy and secure living resource base is essential to meet the needs and aspirations of future generations. BSP carried out its mission by supporting projects that combined conservation with social and economic development.

⁴Shambaugh, J., J. Oglethorpe, and R. Ham (with contributions from Sylvia Tognetti). 2001. *The Trampled Grass: Mitigating the impacts of armed conflict on the environment*. Washington, DC, USA.: Biodiversity Support Program.

they would be communicating until it could draw out results from the case studies that it commissioned and the initial workshop that it held in Victoria Falls. The project did not develop a communications strategy because it was running out of time as BSP was closing its doors and there was only time to produce the publication, *The Trampled Grass*, a case study publication, and to hold the Preparing for Peace Workshop in the Democratic Republic of Congo to communicate the results.

The audience for the BSP ACE project was mainly policy makers, practitioners and managers in the conservation sector in countries where there is likely to be, currently is, or has been conflict; and people in other sectors who needed to understand the conservation impacts (e.g. relief and development sectors). The audience also included donors, regarding the impacts of pulling out of conservation activities during armed conflict, and the importance of continuing support before, during, and after conflict.

Communications Assessment Methodology

Three years have passed since the conclusion of the BSP project, and it is useful to reflect upon and assess how the methods of communication and networking influenced outcomes and built the capacity of conservation NGOs and African partners working on issues involving armed conflict and the environment.

To gather information about the effectiveness of the ACE project, it was determined that a sample of at least ten partners and researchers working in Africa would be surveyed. See Appendix C: Methodology for more information. The principal BSP investigators provided a list of contacts who had participated in activities from 1998-2001. A survey was drafted and personalized emails were sent to the sample to request their participation in the assessment. A total of 11 respondents completed the survey. This included ten partners working in Africa plus a representative from the project's donor (USAID). See Box 1.1 and Box 1.2 below to review what types of organizations as well as which countries and regions were represented in the sample.

Box 1.1 Organizations Represented by Survey Respondents

College/Universities

1. Augusta State University, Georgia, USA
2. Free University of Brussels, Brussels, Belgium

African NGOs- Local

3. Albertine Rift Conservation Society, Kampala, Uganda
4. Environmental Foundation for Africa, Sierra Leone
5. Ethiopian Wildlife Conservation Organization, Addis Ababa, Ethiopia

African NGOs- International

6. Wildlife Conservation Society, Central African Republic
7. Wildlife Conservation Society, Democratic Republic of Congo
8. Fauna and Flora International, UK
9. International Gorilla Conservation Programme, Nairobi, Kenya (2 respondents)

International Agencies

10. USAID, Washington, DC, USA

Box 1.2 Countries or Regions Represented by Survey Respondents

- Albertine Rift (Burundi, Eastern DRC, Rwanda, Tanzania, Uganda, and Zambia)
- Central African Republic
- Democratic Republic of Congo
- Ethiopia
- West Africa (Guinea, Liberia and Sierra Leone)

Key Findings of the Communications Assessment

The key findings on the communications assessment of the BSP Armed Conflict and the Environment Project were that the following activities and products were the most useful to partners working in Africa:

1. *Networking*- through the BSP ACE international workshops, a list serve, and email exchanges with the principal investigators and others, participants were able to meet colleagues from other countries who were dealing with different stages of armed conflict, identifying the impacts to the environment and developing practical solutions to deal with these issues.
2. *Publications*- *The Trampled Grass: Mitigating the impacts of armed conflict on the environment* (2001), which is a practical guide identifying environmental impacts of conflict, relating experiences, and suggesting actions.
3. *Workshops*- The pan-African Workshop on Armed Conflict and the Environment at Victoria Falls, Zimbabwe in April 2001; and the “Preparing for Peace” workshop in the Democratic Republic of Congo in June 2001.
4. *Presentations at international conferences*- presentations at the Society for Conservation Biology 2000 Annual Meeting, the College of African Wildlife Management Conference on “*African Wildlife Management in the New Millennium*”, December 2000, as well as at numerous meetings in Washington, D.C. such as the 13 September 2001 ABCG Meeting on “*Conservation and Conflict: Cross-Sectoral Collaboration, Funding Issues, and Next Steps*”, at the meeting of the Advocacy Network for Africa, etc.

An analysis of the effectiveness of the communications methods and products used by the BSP project shed light not only on the degree of usefulness of these activities and tools, but also on the overall impact of the project to individuals and organizations working on conservation in areas of armed conflict in different regions of Africa.

In order to evaluate effectiveness, the communications assessment used the following indicators:

1. learning (e.g. new knowledge, skills, attitudes, and practices developed)
2. behavior change (e.g. changes in the respondent’s work)
3. results (e.g. changes to the organization)

General Findings

Following are the overall survey results of the BSP ACE project as identified by the respondents in terms of learning, behavior change, and organizational change. Those surveyed were also asked to make recommendations about other activities and products that would have been useful for sharing lessons learned on armed conflict and the environment. In general, the respondents stated that the BSP ACE project was useful by:

- being one of the first studies to articulate the relationship between armed conflict and the environment
- raising the profile of the issue.

Learning: Development of New Knowledge, Skills, Attitudes, and Practices

According to the survey respondents, the key impacts of the BSP ACE Project to learning was:

- improving individuals' knowledge, skills, attitudes, and practices to deal with issues involving armed conflict and the environment (according to 70% of the respondents)
- enabling individuals to better articulate the relationships between armed conflict and environmental management
- enhancing understanding of the need for contingency planning for insecurity
- sensitizing individuals and sensitizing their organizations to the issue
- sharing information and lessons learned
- providing opportunities for networking.

The BSP ACE project enhanced respondents learning on conservation and conflict. More than 70% of the respondents stated that they learned new knowledge, skills, attitudes, and practices on armed conflict and the environment. For example, a respondent from a local NGO in West Africa and an international NGO in Central Africa both stated that because of the BSP project they were better able to explain the impacts of armed conflict on conservation. When asked if the BSP project changed their knowledge, skills, attitudes, and practices, one respondent stated, *"Yes, very much. Particularly in articulating issues related to armed conflict and environmental management in the Upper Guinea Forest Ecosystem in West Africa."* Another person echoed this response and stated that it enabled her to *"...articulate the relationships between environment and conflict in DRC"*.

Two respondents said that the project increased their understanding of the need for contingency planning for insecurity. For instance, one respondent said, *"It [the BSP project] also highlighted the need for contingency planning in every project planning exercise."*

Another respondent from the Albertine Rift stated that the BSP project sensitized him and his organization on the issue of armed conflict and conservation. Other responses focused on the importance of the BSP project in sharing information and lessons learned as well as in providing opportunities for networking.

Behavior Change: Changes in Individual's Work

The key finding by respondents on how the BSP ACE project affected individual's work was by:

- changing people's actions and where they focused their attention (e.g. directly with chiefs of communities or within protected areas).

The BSP Armed Conflict and the Environment Project was found to have had a positive impact on individual's work (according to 63% of the respondents). One of the reasons identified for the usefulness of this project was that it put this issue in a broader context and described potential interventions for before, after, and during conflict.

Four out of eleven respondents (36%) indicated that they changed their actions because of the BSP project. For example, one respondent stated, *"It helped refocus and develop our conservation activities within the Albertine Rift, especially to support communities affected by and/or directly involved in the conflict. Till then, we worked with protected area authorities only."* Another respondent stated, *"It sensitized me and my agency on*

protecting the environment during conflict period.” One person said that the BSP affected her research on armed conflict and the environment. She stated, “*mainly in that it (the BSP ACE project) was an inspiration to do research*”.

Results: Changes in Actions by Organizations

According to the survey respondents, the key impacts of the BSP ACE Project to changing actions by organizations are:

- encouraging organizational learning on conflict/environment issues
- changing organizational activities such as project implementation and research (e.g. in terms of focusing on-the-ground in protected areas, conducting surveys after conflict as well as changing how they worked with communities affected by conflict)
- assisting organizations to establish a working relationship with major international conservation organizations
- helping organizations to secure funding.

None of the respondents provided any details about actual conservation impacts as a result of the study as it may still be too early to assess this information.

According to the respondents, the BSP ACE project influenced organizational activities. Six respondents (54%) stated that the BSP project influenced project implementation. For example, one respondent noted changes in terms of how his organization was focusing on-the-ground in protected areas and working with communities affected by conflict. A respondent stated that the ACE project helped give his NGO impetus to focus more on on-the-ground activities in protected areas. He said, “*Yes, in that it [the BSP project] was an additional impetus to focus on more protected areas, including ones where we as an organization did not have on-the-ground activities but where we could nevertheless help to publicize the impact of war. I believe that, particularly during the late 90s and beginning of the century BSP was one of the factors helping and encouraging NGOs to work together to combat the negative impact of war on the environment.*”

The BSP project caused another NGO to conduct surveys in protected areas following armed conflict. Another respondent replied that as a result of BSP, they support communities. He stated, “*Yes, [the BSP project affected] our activities, especially in DR Congo, and in particular in Itombwe Forest, changed to specifically support communities and work with chiefs whom communities hold in high esteem and whose word is taken as final.*”

One respondent said that the ACE project helped his organization to secure funding. He said that the BSP project impacted his organization in a number of way, key among them was establishing a working relationship with a large international NGO that eventually led to securing funding from a donor to implement the most influential protected area conservation project in Sierra Leone at present.

In terms of specific organizational impacts, one respondent stated that his organization learned through the BSP process and from the BSP products. Another respondent replied that BSP helped and encouraged NGOs to combat the negative impacts of war on the environment. The BSP study also helped staff of an international NGO convince their management not to pull out of projects in West Africa during periods of conflict. BSP’s message that keeping a continued presence in the field during conflict makes a big difference in achieving conservation was strongly considered. This enabled the NGO to play a strong role in influencing post-war activities as cited in *The Trampled Grass*.

Effectiveness of methods, activities and products:

Respondents were asked to rank the effectiveness of the following activities and materials: workshops, publications, international meeting presentations, and networking according to a 4-point Likert Scale as described in Table 1.3 below.

Table 1.3 Usefulness of BSP Armed Conflict and the Environment Project Activities and Materials

<u>BSP Activities/ Materials</u> (N=11)	<u>Very Useful</u> "1"	<u>Useful</u> "2"	<u>Somewhat Useful</u> "3"	<u>Not Useful</u> "4"	<u>Don't Know</u>	<u>Number of Missing Cases</u>
Networking because of BSP Project	1.6				Don't Know=3	1
Pan-African workshop	1.9				Don't Know=2	2
<i>The Trampled Grass</i> publication		2.0			Don't Know=1	0
Presentations at international conferences		2.5			Don't Know=5	2
DRC Preparing for Peace Workshop		2.7			Don't Know=6	4

Networking

- In terms of the effectiveness of various activities and materials, “networking opportunities” provided by the BSP Armed Conflict and the Environment project received the best ranking. Networking was considered “very useful” by the respondents at a level of 1.6, according to a 4-point Likert Scale with “1” being very useful and “4” meaning not useful, as described in Table? above. Eight responses out of eleven were received.
- Twenty-seven percent of the respondents stated in open-ended questions that networking and building contacts from the BSP project had a positive impact on their work. For example, one respondent stated *“For one thing my involvement in the assessments in West Africa helped me to access information and contacts that are now proving invaluable in [our organization] and my work in the sub-region.”* Another respondent said, *“It helped me identify a number of individuals and organizations that are working on the same topic.”* One respondent stated it was useful to learn about other countries. She explained, *“It [the BSP ACE project] opened my eyes that there are other countries in worse situation than Ethiopia. And, the problems are some what similar in all the countries but the approach to alleviate or reduce the problem might be different in each country depending on the culture and tradition of the society.”*

Workshops

- The pan-African Workshop on Armed Conflict and the Environment at Victoria Falls, Zimbabwe in April 2001 was considered “useful” by the seven respondents who answered this question, as described in Table 1.3 above.
- Only one of the eleven respondents attended the “Preparing for Peace” workshop in the Democratic Republic of Congo in June 2001. This person described the workshop between “useful” and “somewhat useful”.

Publication

- Respondents considered the BSP publication entitled, *The Trampled Grass: Mitigating the impacts of armed conflict on the environment (2001)* “useful” as described in Table 1.3 above. Ten of the eleven people surveyed responded to the inquiry about the publication.
- Most of the criticism received was not about the publication, *The Trampled Grass*, itself, but about how the publication was distributed and the lack of follow up. This was because BSP closed down immediately after the publication was produced, and there was little opportunity for follow up. Some respondents felt that the publication should have been distributed by local focal points and case study authors based in Africa. For example, one respondent stated, “*Local focal points could have played a greater role in disseminating results.*” Another respondent discussed the reason for the lack of follow on activities stating, “*Probably because BSP itself was terminated, but I felt that it would have been useful for continued follow-up.*”
- Another criticism was that the case studies were not included as part of the publication, *The Trampled Grass*, as was originally intended. Instead, they were only published on-line at www.bsponline.org. A respondent said, “*I also regretted the informal web-based publishing of the “chapters” that were written originally for a book...the ones associated with Trampled Grass. Trampled Grass was fine but it did not have the original information or the contexts that were actually in the articles.*”
- One respondent stated that when *The Trampled Grass* got into the hands of field staff the publication was read.

Presentations at International Conferences

- Few respondents (only 4 out of 11) were aware of BSP’s activities to make presentations about the Armed Conflict and the Environment project at international conferences including the Society for Conservation Biology 2000 Annual Meeting, the College of African Wildlife Management Conference on “*African Wildlife Management in the New Millennium*”, December 2000, as well as at numerous meetings in Washington, D.C. such as the 13 September 2001 ABCG Meeting on “*Conservation and Conflict: Cross-Sectoral Collaboration, Funding Issues, and Next Steps*”, at the meeting of the Advocacy Network for Africa, etc. Five respondents indicated that they did not know about these activities, and there were two missing cases. Therefore, those who did respond described these presentations between “useful” and “somewhat useful” at a level of 2.5 according to the Likert Scale as seen in Table 1.3 above. These outreach meetings helped raise awareness among different groups about: how conservation groups were coping with armed conflict impacts, how they were collaborating with or learning from humanitarian groups, how humanitarian groups were adopting practices to safeguard the environment.

References and Additional Publications Resulting from the BSP ACE Project

Another beneficial outcome of the ACE Project was its influence on other publications as the project was commonly referenced. For example, a Google search on the title from the internet using “Trampled Grass” in quotation marks brings back 72 hits. According to the Manager of World Wildlife Fund’s Information Resource Center, 72 references is considerable. She stated, “72 references is really good as far as citation counts go - I was just looking at a number of articles for a lit review ... and any one of them at most had 10 or 15 references to it.”

A search in the Social Science Citation Index received two cites:

McNeely JA. Conserving forest biodiversity in times of violent conflict. *Oryx* 37 (2): 142-152 April 2003

Santiapillai C, Wijeyamohan S. The impact of civil war on wildlife in Sri Lanka. *Current Science* 84 (9): 1182-1183 May 10 2003

Additional publications that have come out by The Trampled Grass authors include:

Oglethorpe, Judy, James Shambaugh and Rebecca Kormos. “Parks in the Crossfire: Strategies for effective conservation in areas of armed conflict” in *PARKS*. Vol. 14. No. 1. War and Protected Areas [2004]. IUCN-The World Conservation Union: Gland, Switzerland.

Oglethorpe, Judy, Rebecca Ham, James Shambaugh, and Harry van der Linde. “Conservation in Times of War” in Matthew, Richard, Mark Halle, and Jason Switzer. *Conserving the Peace: Resources, Livelihoods and Security* (2002). International Institute for Sustainable Development and IUCN-The World Conservation Union: Manitoba, Canada.

Shambaugh, J., N. Jackson, R. Gylee, J. Oglethorpe, R. Kormos, A. Balmford, J. D’Amico Hales, S.Kanyamibwa, N. Burgess, T. Garnett, and M. D. Morjan. “Armed conflict and the African environment”. In Burgess, N. J. D’Amico Hales, E. Underwood, E. Dinerstein, D. Olson, I. Itoua, J. Schipper, T. Ricketts, and K. Newman (forthcoming in 2004). *Terrestrial ecoregions of Africa and Madagascar: a conservation assessment*. Island Press, Washington, DC.

Recommendations

When asked what other communications methods and activities would have been useful for sharing lessons learned about the negative impacts of armed conflict on the environment and strategies for mitigating impacts before, during and after conflict, the following was recommended by the survey respondents.

Products:

- Developing a website to host materials on conflict and the environment (2 responses)
- Creating an email list serve as a networking tool for exchange of ideas (2 responses)
- Establishing a newsletter on conservation and conflict
- Producing 3-5 page summary “dissemination notes” similar to what the World Bank produces.

Activities:

- Making presentations for donors to catalyze increased funding (2 responses)
- Hosting national level meetings for policymakers (2 responses)
- Studying the success of interventions on conservation and conflict
- Measuring success of interventions on conservation and conflict
- Heightening awareness of policy makers in government, private sector, development organizations and humanitarian organizations; provide specific strategies targeted to each group
- Mainstreaming the environment into development thinking
- Giving targeted presentations
- Having a mechanism for distributing materials
- Helping local focal points and case study authors to play a greater role in disseminating results.

CASE STUDY 2: HIV/AIDS AND CONSERVATION LINKAGES

Research Question for Communications Assessment on the Africa Biodiversity Collaborative Group's HIV/AIDS and Conservation Linkages Project

“How effective were the communications methods, activities, and products used by the Africa Biodiversity Collaborative Group in sharing lessons learned on the impacts of the HIV/AIDS pandemic on conservation capacity and natural resource and land use, and in providing coping strategies currently used by conservation partners in East and Southern Africa?”

Introduction

From 2001 to 2004, the Africa Biodiversity Collaborative Group (ABCG) conducted analysis and outreach on the linkages between the HIV/AIDS pandemic and biodiversity conservation. In early 2001, ABCG held a series of meetings in Washington with members of the health, conservation and donor sectors to brainstorm about the impacts of the HIV/AIDS pandemic on Africa's natural resources. Based on these sessions, ABCG hired a consultant to conduct case studies in areas of high HIV/AIDS prevalence. Case studies in Kenya, Namibia, South Africa, Tanzania and Uganda were selected in order to identify coping strategies by African partners in protected area authorities, local NGOs, and community-based natural resource management (CBNRM) organizations about how to deal with the impacts to conservation. The consultancy took place in the Spring of 2002.

In order to share the findings of the consultancy and to bring together conservation and health professionals to further discuss the linkages between HIV/AIDS and natural resource management, a workshop was held in Nairobi, Kenya, in September 2002.

To share the results of the Nairobi workshop, the proceedings were printed for distribution at the World Parks Congress in September 2003. Following the workshop, they were sent electronically to 400 interested contacts in the U.S. and Africa as well as to the workshop participants. In addition, a technical poster on the impacts of AIDS on conservation capacity was presented. As ABCG received many requests for this technical poster, it was decided to make it more general and to widely circulate it to African partners. The distribution of the poster was completely informal and opportunistic as no funds were specifically set aside to circulate these materials. ABCG member organizations were all given at least 200 copies of the poster that they were asked to distribute during trips to Africa. For example, African Wildlife Foundation distributed copies of the AIDS and conservation poster to their staff during their annual program meeting. Conservation International distributed the poster to more than 300 community groups in Kenya, Tanzania, and Uganda.

ABCG and our partners have also participated at many international conferences and all of the materials and case studies that ABCG has collected have been placed on the ABCG website. The project has involved extensive networking and information sharing.

The key impacts of the HIV/AIDS pandemic on natural resource management identified by ABCG include:

- changes in land use as agricultural practices change with falling capacity for heavy labor;

- changes in access to resources and land especially when widows and AIDS orphans cannot inherit land;
- loss of traditional knowledge of sustainable land and resource management practices;
- increased vulnerability of community-based natural resource management programs as communities lose leadership and capacity, and HIV/AIDS issues take priority; and
- diversion of conservation funds for HIV/AIDS related costs.

Communications Assessment Methodology

The ABCG HIV/AIDS and Conservation project has been ongoing on since 2001, and it is useful to assess how effective different communication methodologies are as ABCG moves forward on this and other cutting edge issues.

To gather information about the effectiveness of the ABCG HIV/AIDS and Conservation project and due to availability, it was determined in the research design to sample at least 10 conservation partners in Africa (see Appendix C: Methodology). A survey was drafted and personalized emails were sent to more than 20 African partners to request their participation in the assessment. A total of 14 respondents completed the survey. This included representatives from protected area authorities (1 respondent), colleges/universities (5 respondents), local African NGOs (3 respondents), international NGOs (2 respondents), and international agencies (3 respondents). See Boxes 2.1 and 2.2 below to see what organizations and countries were represented in the sample.

Box 2.1: Types of Organizations Represented by Survey Respondents

Protected Area Authorities

1. Tanzania National Parks

College/Universities

2. Mweka College of African Wildlife Management (2 respondents)
3. Southern African Wildlife College
4. University of Natal, South Africa

African NGOs- Local

5. Wildlife & Environmental Society of Malawi
6. Namibian Association of CBNRM Supporting Organizations
7. Organization for Conservation of Natural Resources and the Combat of HIV/AIDS

African NGOs- International

8. International Gorilla Conservation Programme
9. African Wildlife Foundation

International Agencies

10. ICRAF- World Agroforestry Center
11. Smithsonian National Zoo's Program in Namibia
12. Food & Agriculture Organization of the United Nations

Box 2.2: Countries Represented by Survey Respondents

• Albertine Rift (Eastern DRC, Rwanda, Uganda]	(1 respondent)
• Kenya	(3 respondents)
• Malawi	(1 respondent)
• Miombo (Malawi and Mozambique)	(1 respondent)
• Namibia	(2 respondents)
• South Africa	(3 respondents)
• Tanzania	(3 respondents)

An analysis of the effectiveness of the communications methods and products used by the ABCG AIDS and Conservation project shows how communications activities progressed from brainstorming meetings in Washington, DC, that resulted in field-level action in Africa.

In order to evaluate the effectiveness of the ABCG AIDS project, the communications assessment used the following indicators:

1. learning (e.g. new knowledge, skills, attitudes, and practices developed)
2. behavior change (e.g. changes in the respondent's work)
3. results (e.g. changes to the organization)

Effectiveness of methods, activities, and products

Respondents were asked to rank the effectiveness of the following ABCG HIV/AIDS and conservation activities and products according to a 4-point Likert scale, as described in Table 2.3 below. The following activities and products were considered the most useful.

1. *Nairobi workshop*- 75 conservation and health experts from East and Southern Africa participated in a 2-day workshop in Nairobi, Kenya, organized by ABCG, hosted by the World Wide Fund for Nature's Eastern Africa Programme Office (WWF-EARPO) and facilitated by the Mweka College of African Wildlife Management to identify the impacts of the AIDS pandemic on natural resources and to share coping strategies.
2. *Nairobi workshop proceedings publication*- 3000 copies of the proceedings have been produced to share the workshop findings with African partners.
3. *Networking opportunities*- provided by ABCG AIDS project for conservationists to share coping strategies and learn who else is working on this issue.
4. *ABCG website materials and case studies on AIDS and conservation*- more than 100 items have been listed including powerpoint presentations, papers, web links, etc.
5. *HIV/AIDS and conservation poster*- 5000 copies in English and French have been distributed to African partners by ABCG organizations using their extensive networks and international conferences; and
Presentations at international and regional conferences- including the World Parks Congress, Global Biodiversity Forum for Africa, Society for Conservation Biology, etc. (Both the AIDS poster and international conferences received the same ranking.)

Table 2.3 Usefulness of the ABCG HIV/AIDS and Conservation Linkages Project Materials and Activities

<u>ABCG Materials/ Activities</u> (N=14)	<u>Very Useful</u> "1"	<u>Useful</u> "2"	<u>Some what Useful</u> "3"	<u>Not Useful</u> "4"	<u>Don't Know</u>	<u>Number of Missing Cases</u>
<i>Nairobi workshop</i>	1.1				Don't Know=2	1
<i>Proceedings from Nairobi workshop</i>	1.3				Don't Know=0	0
<i>Networking opportunities on AIDS provided by ABCG</i>	1.4				Don't Know=0	0
<i>ABCG Website postings on HIV/AIDS & Conservation</i>	1.5				Don't Know=0	0
<i>HIV/AIDS & Conservation Poster</i>	1.6				Don't Know=0	1
<i>ABCG Presentations at International Meetings</i>	1.6				Don't Know=5	0

Nairobi Workshop

- The most useful ABCG activity identified by respondents on HIV/AIDS and conservation linkages was the Nairobi workshop, according to 11 of the 14 respondents (79%) as described in Table 2.3 above. For instance, a respondent highlighted the importance of the ABCG workshop by stating, *"..the workshops has been trying to promote the understanding among the conservationists and other disciplines on the impact of the HIV/AIDS on the natural resources."*

Nairobi Workshop Proceedings

- The Nairobi workshop proceedings were found to be the second most useful product from the ABCG AIDS project, according to the 14 participants as described in Table 1.3 above. For example, regarding the usefulness of the proceedings, a representative from a local NGO in Southern Africa stated, *"It [the ABCG AIDS project] will definitely have a positive impact on my work in future as I have managed to learn quite a lot from the workshop report"*. A researcher on HIV/AIDS and natural resource management stated that the ABCG project provided needed data on which to base future research. He stated, *"The Nairobi workshop report was useful in that it provided quantifiable data on which to base subsequent research. This impacts positively on both the research process and the ability to secure funding."*

Networking

- Networking was an important function of the ABCG AIDS project according to all 14 respondents as shown in Table 2.3. A respondent from a local African NGO stated because of the ABCG AIDS project, *"I have managed to interact with various professional both in America and Africa. This interaction has increased my understanding of various conservation [efforts] across the world."* Another respondent said, *"The most positive impact is the opportunities that ABCG work to*

create, such as the AIDS and Conservation event at the Global Health Council, the workshop in Nairobi. ABCG's strong presence at HIV/AIDS meetings in Washington have all been invaluable to my work in terms of networking and highlighting the needs and successes in terms of the development of a natural resource sector response."

- Part of the reason for the networking effectiveness that was cited is that ABCG was one of the first organizations to work on HIV/AIDS and natural resource management linkages. Therefore, all of the communications materials, activities, and contacts were considered "very useful" as HIV/AIDS is having such a huge impact on conservation capacity and an increasing impact on natural resource and land use that any information and examples of coping strategies are well received.

ABCG Website Postings on HIV/AIDS and Conservation

- All fourteen of those surveyed responded about the usefulness of the ABCG website materials and case studies on AIDS and conservation. These materials including powerpoint presentations, papers, and web links were considered very effective as described in Table 2.3 above.

ABCG AIDS and Conservation Poster

- The ABCG AIDS and Conservation Poster was considered very effective when the responses by 13 of the 14 respondents were averaged. It received a 1.6 rate of effectiveness according to Table 2.3 above. Regarding the use of the poster, one respondent stated that, *"The HIV/AIDS posters has had a tremendous impact within AWF [African Wildlife Foundation] and with our partners in the field such as national park staff"*.

Presentations by ABCG and our African Partners at International Conferences

- Presentations by ABCG and African partners at international conferences on HIV/AIDS and conservation linkages was also considered very effective. However, not all of the respondents were familiar with these activities. Only 9 of the respondents replied about these activities as described in Table 2.3 above.

General Findings:

The communications study focused the usefulness of specific materials and activities used by the ABCG HIV/AIDS and Conservation Linkages project and the overall impact.

ABCG's approach was ad hoc and opportunistic. No specific communications plan was developed. Activities and products evolved as the project progressed.

The initial audience was for government agencies and NGOs who had developed coping strategies to deal with the impact of HIV/AIDS on their organization and its work. The idea was to share these lessons with similar organizations. As there was no specific communications plan in place, the process worked by building one communications activity upon another. For example, the consultancy identified organizations that had developed coping strategies to deal with HIV/AIDS impacts, these organizations were invited to the Nairobi workshop, the Nairobi workshop brought together conservation policy makers on an emerging issue that results in communications products (e.g. publication and posters). Then networking and outreach were used to get the products and lessons learned to conservation practitioners through presentations at

international conferences (e.g. World Parks Congress, College of African Wildlife Management Symposium, Global Biodiversity Forum for Africa, etc). The Nairobi workshop proceedings were circulated electronically and placed on the ABCG website. Hard copies of the proceedings were produced for the World Parks Congress, while the poster has been distributed opportunistically in Africa when ABCG members traveled to their field offices.

One problem with the communications materials were that they were designed for conservation organizations (NGOs and government agencies) that were developing coping strategies to deal with the impacts of HIV/AIDS. However, ABCG's products have been shared much more broadly with a wide audience including community groups in East Africa, health NGOs, etc. The poster, for example, may be difficult to interpret without an accompanying fact sheet that provides more details on how to reduce the impacts of HIV/AIDS. For community groups, materials in local languages would likely have been more useful. For the health sector, more information about the dependence of Africans on natural resources and how natural resources provide a safety net to AIDS impacted households would have been beneficial.

Learning: Development of New Knowledge, Skills, Attitudes, and Practices

According to the survey respondents, the key impacts of the ABCG AIDS project to learning were:

- gaining a better understanding of the issues surrounding HIV/AIDS and how it impacts conservation and capacity building efforts in Africa
- providing networking opportunities on HIV/AIDS and natural resource management
- increasing interest on HIV/AIDS and conservation linkages
- assisting conservation program in obtaining information
- presenting quantifiable data on which to base subsequent research
- helping with the ability to secure funding for research.

Four of the fourteen respondents (31%) stated that the ABCG AIDS project helped to build their capacity. A key phrase used by the respondents was that the ABCG helped to *"increase their understanding on the impacts of HIV/AIDS to conservation and capacity"*. For example, a representative from a NGO in East Africa stated, *"Work with the ABCG on linkages between HI/AIDS and NRM has enhanced my interest and capacity in working on the issues..."* Another respondent said, *"It has allowed us to gain a better understanding of the issues surrounding HIV/AIDS and how it impacts our conservation and capacity building efforts in Southern Africa."*

Other ways that ABCG communications materials and activities affected the knowledge, skills, attitudes and practices of African partners included providing networking opportunities and information sharing.

Behavior Change: Changes in Individual's Work

According to the survey respondents, the key impacts of the ABCG AIDS project to the behavior change were:

- making links/contacts with organizations with experience in HIV/AIDS work and anti-retrovirals
- assisting university program to refine conception of issues to be addressed
- providing information at a time when organizations were grappling with these issues, and thus ABCG was able to play a very useful role

- helping legitimize the linkages between HIV/AIDS and conservation among members of organization and enabling greater flexibility to pursue this issue further
- generating a greater commitment by organizations on HIV/AIDS and conservation linkages.

Respondents explained that the ABCG project had direct impacts on their work. For example, a respondent from a protected area authority in East Africa said, “*ABCG has had a big impact on my work on the linkages between HIV/AIDS and natural resources management*”. A respondent from a local NGO in Malawi stated, “*I have managed to implement various activities on biodiversity and HIV/AIDS since our collaboration started with ABCG last year...*”

The ABCG project helped African partners to build links and contacts with organizations with experience in HIV/AIDS work and gain information about the potential of accessing anti-retroviral drugs to treat AIDS-impacted staff. One respondent highlighted the role of ABCG in providing information saying, “*I have found ABCG’s efforts to assist conservation programmes in obtaining information as well as making links/contacts with organisations with experience in HIV/AIDS work and anti-retrovirals very useful. This would have been extremely difficult without their support, yet it is a critical element of our work in sub-Saharan Africa.*”

A number of university and college programs talked about how the ABCG project assisted them to refine conception of issues and incorporate HIV/AIDS into their curriculum and activities.

Other key points identified by those who participated in the survey included providing information at a time when organizations were grappling with these issues. As a result, the ABCG AIDS project was able to play a very useful role by helping to legitimize the linkages between HIV/AIDS and conservation among members of organizations, and generate a greater commitment by organizations.

Results: Changes in Actions by Organizations

Responses about the influence of ABCG’s work on the organizations’ activities of the respondents on HIV/AIDS and conservation linkages related to:

- development of organizational policies on HIV/AIDS (5 types of responses)
- awareness and information (3 responses)
- activities (3 types of responses)
- increased capacity (3 types of responses)
- forefront and timing of ABCG action (2 types of responses).

The key findings from the respondents about the changes that the ABCG AIDS project had on their organizations included:

- integrating HIV/AIDS into protected area management plans
- reviewing wildlife college curriculum to integrate information on HIV/AIDS and conservation linkages
- creating awareness to workers who are very vulnerable to the disease to start taking precautions in fighting it
- implementing various activities on biodiversity and HIV/AIDS including raising awareness and action levels of biodiversity issues amongst school pupils, communities and the general public

- enhancing interest and capacity that led to the establishment of a rural-based NGO that works with communities to address impacts of HIV/AIDS, including, through biodiversity approaches
- creating substantive changes in the way some international NGOs treat HIV/AIDS both from staff/employee policies and how to operate externally with partners
- establishing strategic alliances on HIV/AIDS developing an active role by national parks organizations to educate its workers on the dangers of the disease
- getting organizations to set aside a budget for AIDS and conservation awareness creation and education
- catalyzing organizations to put a formal HIV/AIDS personnel policy in place.

One significant impact of the ABCG project was that the consultant who ABCG initially hired for the AIDS project returned to her home country to start a NGO on the issue. The rural-based NGO works with members of rural communities in Northern Kenya to address impacts of HIV/AIDS, including biodiversity approaches.

Another key contact of ABCG on HIV/AIDS and conservation issues stated that his organization changed as a result of ABCG resources. He said, *“As an organisation, we have been able to raise awareness on the subject of HIV/AIDS and Conservation... We have also been able to increase our awareness and action levels of biodiversity issues amongst school pupils, communities and the general public in Malawi as a result of the various resources provided to our organization by ABCG partners in America...”*

A representative from an international NGO working in the Albertine Rift stated, *“...at a time where our organisations were grappling with these issues, and thus was able to play a very useful role. ABCG has been very helpful and provided much information and support for this effort to link HIV/AIDS with conservation”.*

A representative working for an international organization said that *“ABCG and the strong advocacy role it plays has helped legitimize the linkages between HIV/AIDS and conservation among other members of my organization. This enabled greater flexibility to pursue this issue further, and a greater commitment by the organization to this matter.”* A representative from a college said that, *“The College would review its curriculum in July 2004 in order to integrate information on HIV/AIDS.”*

One of those surveyed explained that based on his experiences with ABCG he incorporated HIV/AIDS into the management plans for protected areas. He said, *“I did facilitate the development of General Management Plans for the Rubondo Island National Park (Tanzania) and Liwonde National Park/Mangochi Forest Reserve (Malawi) in 2003 and 2004 respectively. HIV/AIDS issues are fully integrated in those management plans, based on my experiences from ABCG initiatives.”*

Another respondent stated, *“ABCG has had a big impact on my work on the linkages between HIV/AIDS and natural resources management. These linkages have helped to create awareness to workers who are very vulnerable to the disease and start taking precautions in fighting it.”*

When asked directly if the ABCG AIDS project influenced organizations' activities on HIV/AIDS and conservation linkages, almost 86% of the respondents (12 out of 14) said “yes” as described in Table 2.4 below.

Table 2.4 Responses to the question, “Has ABCG influenced your organizations’ activities on HIV/AIDS and conservation linkages?”

<u>Responses (N=14)</u>	<u>Number of Responses</u>	<u>Percentage</u>
Yes	12	85.7%
Hesitant to say “influenced” but helped	1	7.1%
Not yet, but will	1	7.1%
Number of missing cases = 0		

Field Level Activities with African Partners

At the field level in East and Southern Africa, the ABCG worked with local and international NGOs, protected area authorities, and universities to plan research, develop organizational policies, and target AIDS-impacted households for community-based natural resource management programs. For example,

In Kenya, ABCG’s HIV/AIDS and Conservation consultant returned to the North to establish a new NGO called the Organization for Conservation of Natural Resources and the Combat of HIV/AIDS (ORCA) that is carrying out agroforestry and medicinal plant activities.

In Malawi, ABCG works regularly with the Wildlife and Environmental Society of Malawi (WESM). In the Spring of 2003, ABCG arranged for the Executive Director of WESM to do an placement with WWF in the Spring 2003 and develop a case study to document how WESM had mainstreamed HIV/AIDS into all of their activities from workplace interventions such as AIDS awareness, activities to prevent stigma, and the establishment of an AIDS resource center for staff, to setting aside budgets for AIDS work that piggybacks on to conservation projects, working with AIDS impacted communities (especially widows and AIDS orphans) on conservation-based enterprise development (e.g. beekeeping for honey and indigenous fruit juice production), lobbying all levels of leadership on HIV/AIDS and land use policies (e.g. from village chiefs to the President of Malawi. ABCG sponsored and leveraged funds for WESM’s Director to participate in numerous international conferences including the World Parks Congress, the 40th Anniversary Symposium of the College of African Wildlife Management, and the Global Biodiversity Forum for Africa. In 2004, ABCG sponsored WESM’s efforts to organize an "AIDS Awareness to Action Campaign" at Lengwe National Park, Malawi, for the national park staff, their spouses, and neighboring local communities. This model workshop was conducted in partnership with Banja La Mtsogolo, a reproductive health and family planning NGO, to develop clear messages on the linkages of HIV/AIDS and conservation, the relationship between conservation and population, family planning messages, and other technical messages on HIV/AIDS. The two-day event included inspiring songs and dances about AIDS and conservation by Judges Dancing Troupe as well as plays by one of Malawi’s most famous comedy groups, the Azizi Traveling Theater. The event was very well received, and WESM hopes to conduct similar events in all of Malawi’s national parks. WESM will also participate in the upcoming World Conservation Congress thanks to ABCG leveraging funds for his participation.

In South Africa, ABCG works with Ezemuelo Kwa Zulu Natal Wildlife (KZN Wildlife) who have developed a comprehensive HIV/AIDS organizational policy for their staff. ABCG has helped KZN Wildlife to network, showcase and share their activities with other organizations. ABCG has helped KZN Wildlife to participate in international meetings such as the Global Health Council, the World Parks Congress, etc. ABCG has also arranged individual meetings between the Human Resource Directors of KZN Wildlife

and African Wildlife Foundation and Conservation International to assist them as they develop their own approaches to deal with the impacts of HIV/AIDS to their staff and projects. ABCG also works with Southern African Wildlife College on AIDS conservation training, and with HEARD-University of Natal on research. ABCG facilitated participation of these organizations in regional workshops.

In Tanzania, ABCG has worked with the College of African Wildlife Management to include AIDS on the agenda of their 40th anniversary symposia. As a result of this interaction, the College held a workshop for their faculty and staff to discuss developing an organizational policy. They are also reviewing their curriculum to determine how to include AIDS and conservation linkages in the training programs.

Activities by ABCG Member Organizations

The ABCG HIV/AIDS and Conservation project helped to catalyze numerous activities by our member organizations. Specific activities include:

African Wildlife Foundation (AWF) had a panel session on AIDS and Health at their symposium with the Corporate Council on Africa entitled, "Conservation is Good Business". "Conservation Is Good Business" Symposia, Washington, D.C, November 2003. The panel discussed how the conservation sector can work with the corporate sector on the linkages between HIV/AIDS, health, and the environment. World Wildlife Fund chaired the session, and included speakers from Merck Pharmaceuticals, the United Nations Develop Fund for Women, Corporate Council on Africa, and The Futures Group, International.

AWF is in the process of finalizing a detailed HIV/AIDS organizational policy for all of their employees throughout Africa and in Washington, DC. The President of AWF (based in the U.S.) and Vice President (based in Kenya) have made an open commitment to getting tested for HIV/AIDS regularly. AWF discusses AIDS at all of their program meetings as well as during their field activities. AWF vehicles carry rubber gloves as well as male and female condoms. They are currently planning to work at the community level to partner with AIDS NGOs to assist Masaai communities with AIDS awareness, mitigation, and conservation linkages, for example, to address AIDS and conservation issues.

Conservation International (CI) had 2 hour sessions on AIDS and Conservation at their Annual Meetings in 2003 and 2004. These sessions included guest speakers and break out groups to identify potential future activities for CI. Members of CI's Field Staff have expressed interest in participating in a CI working group on AIDS and conservation. The ABCG workshop proceedings and poster were presented to some members of the CI Board of Directors during a recent Board Meeting.

Wildlife Conservation Society (WCS) is trying to address AIDS issues for their staff. The director of WCS' Africa Program, who is an HIV/AIDS activist, has included HIV/AIDS and conservation in his workplan for FY05. Many of WCS' field programs are currently looking into accessing anti-retroviral drugs for their staff.

World Wildlife Fund (WWF) held numerous brown bags for their staff in Washington, including a guest presentation by the Wildlife & Environmental Society of Malawi. WWF's Eastern Africa Regional Program Office (EARPO) hosted the ABCG 2-day workshop in September 2002. WWF-EARPO has an organizational policy on HIV/AIDS.

WWF-Southern Africa held a workshop on HIV/AIDS and conservation in 2004 focused on community level impacts. WWF is currently working with their African field offices to plan research (especially around protected areas) about the impacts of the epidemic on biodiversity conservation. WWF with ABCG also plans to develop a manual on AIDS workplace policies for conservation institutions (protected area authorities, international and local NGOs, universities, training colleges, etc)

References and Additional Publications Resulting from the ABCG AIDS Project

A “Google” search of “Africa Biodiversity Collaborative Group” produced 23 results that referenced the ABCG’s AIDS and conservation linkages work. Many organizations (e.g. WWF, IUCN, HEARD) have posted the Nairobi workshop proceedings on their websites as have many information sharing websites (e.g. Eldis). In addition, many of the conferences that ABCG has participated in (e.g. Society for Conservation Biology, Global Health Council, and Global Biodiversity Forum for Africa) have the ABCG-supported abstracts on their website.

ABCG’s AIDS project was highlighted in an article on Islam On-Line that came out of the Global Biodiversity Forum for Africa (see the website at: <http://www.islamonline.net/english/science/2004/06/article09.shtml>). The article is entitled, “AIDS: A Threat to Africa’s Environment”.

Also following the Nairobi Workshop, ABCG was mentioned in two newspaper articles by the Pan African News Agency (PANA).

Recommendations

When asked “What more would you like to see ABCG and others do to promote awareness about HIV/AIDS and conservation linkages?” The respondents gave the following suggestions:

- Providing funding for workshops, for local communities, for publications, for information dissemination (4 responses)
- Offering training and capacity building efforts such as for colleges and universities as well as rural-community groups (4 responses)
- Facilitating networking (4 responses)
- Hosting workshops (4 responses)
- Providing information that appears on website as hard copies so they can be more broadly distributed especially to those who don’t have internet access (4 responses)
- Collaborating with other sectors (e.g. Health) (3 responses)
- Conducting research - on medicinal plants, fuel wood plantations, setting a research agenda on HIV/AIDS and NRM (3 responses)
- Distributing AIDS poster more widely (2sponses)
- Identifying best practices (2 responses)

Other suggestions for ABCG included increasing efforts to local communities, translating materials into different languages, capturing larger audiences, sharing information with more colleagues, defining messages on HIV/AIDS and conservation further, providing updates on AIDS and conservation linkages, developing more educational materials, playing a greater role on advocacy, doing monitoring and evaluation on impacts, identifying new threats and challenges, focusing on practical linkages, catalyzing more coordination, assisting organizations to develop organizational policies on HIV/AIDS, and helping to build more partnerships.

CASE STUDY 3: ABCG GENERAL COMMUNICATIONS

Research Question on the Africa Biodiversity Collaborative Group's General Communications Methods, Activities, and Products

“How effective are general communications methods and products used by the Africa Biodiversity Collaborative Group in sharing lessons learned on cutting edge and high priority conservation issues affecting Africa?”

Introduction

The Africa Biodiversity Collaborative Group (ABCG) comprises African Wildlife Foundation (AWF), Conservation International (CI), IUCN- the World Conservation Union (IUCN), Wildlife Conservation Society (WCS), World Resources Institute (WRI), and World Wildlife Fund (WWF). ABCG was formed in 1999 to:

- Promote networking, awareness, and the sharing of information and experience among U.S. conservation NGOs working in Africa;
- Encourage information exchange and idea sharing with African partners;
- Identify and analyze critical and/or cutting edge conservation issues in Africa as priorities for both future NGO action and donor support; and
- Synthesize collective lessons from field activities and share these lessons with a broader multi-sector community.

ABCG engages in the following communications activities:

- Networking
- List serve for ABCG Members and Friends
- Thematic Meetings in Washington, DC
- Presentations and Symposia at International Conferences
- Website (www.abcg.org)
- Study Tours for Visiting African Partners
- Brown Bag Presentations in Washington, DC.
- Book Talks.

ABCG does not have a formal communications strategy. The founding members of ABCG determined that they wanted to hold technical thematic meetings to explore emerging conservation issues and linkages. They also wanted to have a list serve in order to share information on upcoming conferences, new publications, and to foster collaboration. It was determined to host 3-hour thematic meetings that explore cutting edge issues that are followed up by ABCG administrative sessions where members determine whether they want to pursue the issue further. At these administrative sessions, ABCG makes decisions about its communications activities. Therefore, the process is informal with those individuals participating making the decision on what communications activities and products to pursue (e.g. HIV/AIDS and conservation consultancy and Nairobi workshop). Most of the other ABCG activities have been opportunistic and take advantage of African partners visiting Washington, DC (e.g. brown bags and study tours). Participation at international conferences [e.g. World Parks Congress and World Conservation Congress] are due to the location of the high level importance of the conference as well as the location and theme of their agendas.

The ABCG website on USAID-sponsored FRAME was developed because FRAME is a knowledge-based tool that seeks to build communities of practice, such as ABCG. FRAME was willing to host the ABCG website at no cost, and provide training so that ABCG staff could manage the website directly.

Communications Assessment Methodology

Communication, outreach and networking are major functions of the ABCG, and so being, the group wanted to determine how effective ABCG's general communications activities and products were.

Surveys were sent electronically to 80 members of the ABCG list serve who were based in the U.S. The response rate for the survey was 49%, 39 out of the 80 people on the email list serve. According to the methodology for the communications assessment (see Appendix C: Methodology), the desired response rate for the survey was at least 40% of the ABCG list serve. See Box 3.1 below for a list of the organizations represented in the survey.

Table 3.1: Organizations Represented by Survey Respondents

<u>Consultants and Consulting Firms</u>	
• Chemonics	• Consultants
<u>Government Agencies</u>	
• U.S. Agency for International Development	• U.S. Fish and Wildlife Service
• U.S. Peace Corps	
<u>International NGOs</u>	
• African Wildlife Foundation	• Bushmeat Crisis Task Force
• Conservation International	• Environmental Law Institute
• Fauna and Flora International	• Jane Goodall Institute
• International Resources Group	• Population Action International
• Wildlife Conservation Society	• World Resources Institute
• World Wildlife Fund	
<u>Donor Agency/Development Bank</u>	
• World Bank	

Key Findings on Communications Assessment

The key findings on ABCG general communications methods/activities showed that the most useful products and activities were:

1. *Networking-* through ABCG meetings, brown bags and other activities, participants were able to meet colleagues from a variety of conservation and development institutions and gain insight about what their partners and donors were working on and how these organizations function.
2. *List serve-* by participating in the email list serve, participants were able to learn about upcoming conservation events, publications, job announcements, etc.
3. *ABCG thematic meetings-* by attending ABCG thematic meetings, participants were able to learn about cutting edge conservation issues, who is working on these issues, key resources, and opportunities for next step and potential collaboration.

4. *Compensation study*- through this study by Greenwatch-Uganda, readers could learn about land use policies in Uganda and the legal issues around compensation (for land used for biodiversity conservation, protected area management, and other uses).
5. *Presentations in Africa by ABCG at regional workshops*- by organizing sessions such as the AIDS and the Compensation sessions at the College of African Wildlife Management symposia, participants learn about critical conservation issues.
6. *ABCG website*- by placing the materials that ABCG collects from our bimonthly technical meetings on the website as well as web links, case studies, and other materials, participants can access and share information.

All of the respondents to the survey stated that ABCG communications methods/ activities were “very useful” (according to a 4-point Likert scale). Table 3.2 below presents a comparison of the usefulness of different ABCG materials and activities according to a 4-point Likert scale.

Table 3.2 Usefulness of ABCG Materials, Activities, and Products for Respondent’s Work

N=39	<u>Very Useful</u> “1”	<u>Useful</u> “2”	<u>Somewhat Useful</u> “3”	<u>Not Useful</u> “4”	<u>Don't Know</u>	<u>Number of Missing Cases</u>
Networking	1.3				Don't Know=3	3
ABCG List serve	1.3				Don't Know=0	3
ABCG Meetings	1.3				Don't Know=3	3
Compensation Report	1.6				Don't Know=22	2
Presentations at African/International Workshops	1.6				Don't Know=17	3
ABCG Website		2.5			Don't Know=15	3
<i>Mean</i>	1.6					

Networking Opportunities

One of the key communications roles that ABCG plays is networking according to the survey respondents. In terms of usefulness, ABCG’s work on networking was ranked as “very useful” as described in Table 3.2 above. One of those surveyed stated, “*ABCG plays a vital role in bringing together conservation professionals from different organizations, facilitating sharing of information and knowledge between them, and encouraging collaboration and coordination. ABCG is a true convening and networking powerhouse!*” Another stated, “*I appreciate that ABCG provides the opportunities to exchange information and network...*” Similarly, another respondent stated, “*I appreciate efforts to share information, call attention to issues, and to network with colleagues to discuss important issues.*” Another person said, “*The group (ABCG) offers an excellent network of conservation professionals to tap into for advice and collaboration and information sharing.*”

ABCG List serve

When the survey was conducted in March 2004, the ABCG list serve included more than 80 representatives mainly based in the U.S. from international conservation NGOs, population and environment NGOs, U.S. government agencies (e.g. USAID, US

Forest Service, Smithsonian, etc) African universities, World Bank, Global Environment Facility, natural resource management consultants).

The list serve circulates email messages relating to African conservation. Topics include announcements about new publications, activities by policy makers in the U.S. and Africa, conferences abroad and in Africa, job announcements, and special reports on ABCG activities, etc, as described in Table 3.3 below.

Table 3.3: Type and Frequency of ABCG List serve Messages

<u>Types of list serve messages</u>	<u>Number of messages from July 2001-August 2004</u>
Washington, DC-based activities: Brownbags, meetings, conferences	117
ABCCG special activities, reports	58
Publications	41
Jobs	37
International and Africa-based conferences	27
Media (e.g. key news articles)	23
Funding and scholarship opportunities	20
Electronic discussion groups, websites, bulletins	20
Visits by African partners to DC	8
US/Africa policy	7
Commentaries on US/Africa Policy	5
New initiatives, programs, campaigns	4
Information requests to ABCG	3
Total	370
Approximate average number emails per month	10

The ABCG list serve was considered “very useful” by the questionnaire respondents, as described in Table below. One example of the effectiveness of the ABCG list serve was provided by an ABCG member organization who said that they forwarded an email circulated on the ABCG list serve about the World Bank’s Development Marketplace awards competition to their field staff. As a result, one of their projects based in Zimbabwe received a grant of more than \$100,000 to help prevent elephants and buffalo from destroying crops by promoting the cultivation of chili as a lucrative cash crop and animal repellent in southeast Africa. This prestigious grant was accompanied by international recognition and media attention (e.g. articles in *The New York Times*). A result of the ABCG list serve is the increased number of participants who attend brown bags, meetings, and international conferences and receiving announcements forwarded by ABCG as well as expanded use of publications and reports. Another indication of the effectiveness of the list serve is the increasing number of requests that ABCG receives from contacts asking to be added to the ABCG list serve. Recent requests have come from USAID, the Jane Goodall Institute, the Africa-America Institute, the Global Environment Facility, U.S. Forest Service, and universities in South Africa. From March 2004 to November 2004, the ABCG list serve increased from 80 to 140 participants. The number of messages circulated has also increased from approximately 10 messages a month in May 2004 to 25 messages for the month of October 2004.

An example of the response about the list serve include, “*I really enjoy the list serve. I received some information that I do not get anywhere else. It is a great way to stay In Touch*”. Another respondent said, “*ABCG is terrific! It is one of the two list serves that I*

choose to be on. ABCG is on top of "what is happening" in conservation sector in Washington DC. The messages are always short clear and to the point." Another person said, *"That I get daily updates about what is happening in terms of meetings and news. The email list serve has provided me with invaluable resources, networking opportunities and kept me in the loop."* Another response included, *".. the ABCG e-mail list keeps me in the loop with activities in DC and elsewhere – a much appreciated service!"*

ABCG Thematic Meetings

ABCG Members hosts three hour thematic meetings in Washington, DC, to discuss emerging and high priority conservation issues (at least six per year). Most often these meetings are open to a wide variety of participants from various organizations in Washington. Participation ranges from 30-70 participants per meeting. The average number of participants is about 40 people.

For special topics, closed meetings were held to discuss issues such as ABCG organization' plans for the elephant and other amendments considered by CITES and the drafting of the Natural Resource Conservation Initiative of the Africa Policy Advisory Panel report to Secretary of State Colin Powell.

ABCG meetings are followed by administrative lunch sessions by ABCG Members to determine what collaborative actions or ABCG activities might be taken to follow up on the technical topic and to discuss administrative issues (e.g. fundraising, use of ABCG emerging issue funding, planning for upcoming meetings, etc.) A full list of ABCG thematic meetings appears in Box 3.4 below and in Appendix F.

The purpose of ABCG meetings were to:

- Explore cutting edge issues, e.g. HIV/AIDS and Conservation Linkages
- Identify linkages, e.g. Nature, Wealth and Power
- Share information on high priority issues, e.g. CITES
- Hold roundtables to foster opportunities for collaboration, e.g. Bushmeat crisis, CITES, Health Matters, etc
- Interact with other sectors, e.g. Oil and gas development, Mining, Humanitarian /Relief, Health, etc.

These meetings can be categorized according to the following themes:

- Regional Focus (e.g. Congo Basin)
- Governance (e.g. Wildlife user rights, compensation)
- Capacity Building (e.g. Training for African protected area personnel)
- Health (e.g. HIV/AIDS, Health matters)
- Extractive Industries (e.g. Oil & gas development, Mining)
- Planning (e.g. Priority setting)
- Financing (e.g. Financing conservation in Africa)
- Policy (e.g. Africa Policy Advisory Panel, CITES)

Box 3.4: List of ABCG Meetings in Washington, DC

Since 2000, ABCG has held technical meetings on the following topics:

1. Priority Setting, May 2000
2. Transboundary Natural Resource Management in Africa, June 2000 & July 2001
3. Congo Basin, October 2000 and October 2001
4. Wildlife User Rights, November 2000
5. Capacity Building, February 2001
6. Bushmeat Crisis, March 2001
7. Poverty and Conservation, April 2001
8. Training for African Protected Area Managers and Personnel, May 2001
9. HIV/AIDS and Conservation Linkages (February 2001, April 2001, April 2003, May 2004]
10. Conservation and Conflict, September 2001
11. Mining and Conservation, December 2001
12. CITES, October 2002
13. Financing Conservation in Africa, November 2002
14. Nature, Wealth, and Power, December 2003
15. Marine Tourism, May 2003
16. Global Climate Change, June 2003
17. Compensation for Land Lost for Protected Area Management, August 2003
18. Africa Policy Advisory Panel Report, September 2003 and November 2003
19. Oil and Gas Development, February 2004
20. Health Matters, March 2004
21. Human Migration and Conservation, April 2004
22. Collaboration for Conservation, May 2004 (See Appendix F).

ABCG meetings were considered “very useful” by the questionnaire respondents, as described in Table 3.2. For example, one respondent said, *“I most appreciate the very well planned and executed seminars in DC. The speakers are always excellent and the discussion brings in voices from a number of different fields.”* Others commented on the in-depth presentations, that they appreciated the exchange of information, the opportunity for discussion, and the chance to network with colleagues. For instance, one person said, *“ABCG takes on highly relevant issues and tends to bring a diverse group of folks together. The networking and exchange opportunities are helpful.”* Some respondents commented on the use of specific meetings for their work such as the meeting on bushmeat, health matters, and oil development. For example, one respondent stated, *“The recent Oil and Gas development workshop provided useful documents and contacts for a fact sheet on this topic as it relates to bushmeat, which I am developing”.*

ABCG Presentations and Symposia at International Conferences

In order to disseminate ABCG findings and carry out networking with others working on conservation in Africa, ABCG has participated in the following international conferences:

- Listen to Africa Meeting, Chicago, USA
- Healthy Ecosystems, Healthy People Meeting, Washington, DC, USA
- Global Health Council Annual Meeting, Washington, DC, USA
- Society for Conservation Biology Annual Meeting, Kent, UK
- World Parks Congress, South Africa
- African Wildlife Conservation in the 21st Century, College of African Wildlife Management, Tanzania

- Bushmeat Training Workshop, College of African Wildlife Management, Tanzania
- 40th Anniversary Symposium College of African Wildlife Management, Tanzania
- Global Biodiversity Forum for Africa, Tanzania

ABCG is currently planning a workshop at the upcoming World Conservation Congress in Thailand. ABCG also made a special presentation on HIV/AIDS and Conservation at a reception on Capitol Hill that was sponsored by the Sierra Club, National Wildlife Federation, Population Action International, and other environmental advocacy organizations.

ABCG Website (www.abcg.org)

The ABCG website is hosted by FRAME (www.frameweb.org). ABCG selected to have the website on FRAME as it is a USAID-funded program to build knowledge-sharing networks of natural resource professionals focused on Africa. FRAME’s objectives are to foster discussion on emerging trends in environmental and natural resource management across disciplinary and geographical boundaries; and to provide timely and relevant information on innovative and strategic options to address these issues. It is an interactive website for sharing knowledge and stocktaking assessments of natural resource management.

The ABCG website contains the materials from all of the meetings including background materials, bibliographies, powerpoint presentations, meeting summaries, and useful links. In addition it contains an extensive list of materials including coping strategies by African partners about how to deal with the impacts of the HIV/AIDS pandemic on conservation efforts.

ABCG has only been able to track the number of visits or “hits” to the ABCG Website since May 2004 (due to a new feature in the FRAME software). The following Table 3.5 shows the number of hits per month

Table 3.5: Recent ABCG Website Hits

<u>Month</u>	<u>Number of Hits on the ABCG Website</u>
May 2004	295
June 2004	323
July 2004	205
August 2004	232
Mean per month	263
Total (May ~July 2004)	1055
Total (year extrapolated From monthly data)	3165

Internet Search

A “Google” search of “Africa Biodiversity Collaborative Group” produced 25 results. Many of the references were about ABCG’s AIDS and conservation linkages work. FRAME is working with “Google” and this should allow for an increase for future searches.

The ABCG was considered only useful to moderately useful by the respondents, but this communications activity was not used by many of those completing the survey. Out of a sample of 39, 15 stated that they had not visited the website or did not know of its usefulness. Three respondents left the question blank. Of the 21 who responded, the responses ranged from “very useful” (3 responses), “useful” (6 responses), “moderately

useful (10 responses) to “not useful” (2 responses). The mean was 2.7 on a 4 point Likert scale where “1” was considered “very useful” to “4” that was considered “not useful”.

On average, the ABCG materials, activities and products were found to be very useful. Table 3.2 presents the results of all of the ABCG communications materials in order to allow for a comparison of the different methods, activities, and products.

Additional ABCG Activities Not Surveyed

In addition to the above mentioned ABCG materials and products, ABCG also hosts study tours for visiting African partners as well as occasional brown bag presentations.

ABCG Study Tours for Visiting African Partners

ABCG arranged study tours at U.S. national parks and meetings in Washington, DC, with conservation NGOs, U.S. government agencies, World Bank, and others for African partners visiting from:

- Cameroon- Garoua Ecole de Faune
- Equatorial Guinea - National University of Equatorial Guinea (postponed)
- Kenya – Kenya Wildlife Service
- Malawi – Wildlife and Environmental Society of Malawi
- South Africa – Southern African Wildlife College
- Tanzania – Tanzania National Parks, Mweka College of African Wildlife Management

ABCG Brown Bags in Washington, DC

ABCG hosts brown bags when visiting partners from African organizations are in Washington, DC, in order to informally share information and make contacts.

Examples of these brown bags include:

- Ecology Program for Tanzania National Parks
- Gabon’s New National Park System
- Rapid Environmental Impact in Disasters
- Regional Information Systems by the International Gorilla Conservation Programme
- Conservation Through Public Health
- HIV/AIDS and Conservation Linkages

Book Talks in Washington, DC

ABCG has also organized a few book talks to allow authors to introduce their African conservation books. Book talks and informal receptions were held on:

- *In the Kingdom of Gorillas: Fragile Species in a Dangerous Land* by Bill Weber and Amy Vedder (Simon & Schuster, 2001)
- *A Road Through Mali Kuli* by Agi Kiss. [First Books, 2002].

Overall Impressions of ABCG

According to the surveys, the key impacts of the ABCG in building the capacity of its members and partners were in:

- sharing information
- facilitating networking
- encouraging collaboration
- learning from new approaches
- providing from new resources
- building capacity of African partners

- offering insight about the work of conservation partners
- helping them to make better management decisions.

For example, when asked what respondents most appreciate about ABCG, the responses referred to information sharing (64%), networking (49%) and collaboration (23%). Regarding the thematic meetings, respondents appreciated the opportunity to explore critical emerging African conservation issues (41%), hold open frank discussions (23%), interact with various stakeholders (18%), and learn from in-depth presentations (10%). Others appreciated that ABCG was “pushing the envelope” by studying cutting edge issues and catalyzing collaborative action, selecting timely topics, and that the result of these interactions was mentoring for younger staff with key members of the Africa-focused conservation community in Washington, DC. The responses are described in Table 3.6 below.

Table 3.6: Responses to the question, “What Do You Most Appreciate about ABCG?”

<u>Topic</u>	<u>Responses</u>	<u>Percentages</u>
Information	25	64%
Networking	19	49%
Critical Emerging Issues	16	41%
Collaboration/Coordination	9	23%
Open Frank Discussion	9	23%
Various Stakeholders	7	18%
In Depth Meeting Presentations	4	10%
ABCG topics “push the envelope”	3	8%
Timeliness	2	5%
Mentoring	1	3%
Reflection	1	3%
N=39		

Impact of ABCG on Respondent’s Work

Regarding the impact of ABCG on respondents work, the responses of those surveyed related to information sharing and networking, or capacity building for themselves and/or their African partners. See Table 3.7 below.

For example, one organization stated, “*We believe ABCG has had a role in encouraging dialogue. This (though not on its own) has made things like the USAID CBFP [Congo Basin Forest Partnership] package that much more possible.*” Other responses were about collaboration such as gaining insight into the work of partners. For example, one respondent said, “*ABCG has allowed me the opportunity to meet and learn what others are doing on conservation activities in Africa. It has reinforced contacts with other conservation NGOs, donors and other civil society groups.*” In terms of sharing information, one of those surveyed explained, “*...it (ABCG) has kept me in the loop and allowed me to pursue avenues within my work that are current.*” Another respondent said that ABCG helped mainstream new conservation issues. He stated, “*Yes, [ABCG] helps to bring new and emerging issues to ‘mainstream’ conservation. Our work with ABCG on the human and animal health/conservation nexus has been very constructive.*”

Table 3.7: Response to the question about the impact of ABCG on respondent's work

<u>Topic</u>	<u>(N=37)</u>	<u>Responses</u>	<u>Percentages</u>
Providing insight into partners		13	35.1%
Information sharing		11	29.7%
Learning new approaches		8	21.6%
Learning from new resources		6	16.2%
Building capacity of African partners		2	5.4%
Networking		2	5.4%
Encouraging open dialogue		2	5.4%
Enabling development of activities		1	2.7%
Facilitating collaboration		1	2.7%
Helping people make better management decisions		1	2.7%

Respondents listed specific topics that impacted their work as described in Table 3.8 below.

Table 3.8: Specific Topics that Impacted Respondents' Work

<u>Themes:</u>	<u>Responses</u>	<u>Percentages</u>
AIDS	9	24.3%
Bushmeat	4	10.8%
Health	2	5.4%
Poverty	1	2.7%
Oil Development	1	2.7%
Nature, Wealth and Power	1	2.7%
Compensation	1	2.7%
Conflict	1	2.7%
N=37		

Recommendation for Revising ABCG General Communications Strategy

When respondents from the ABCG list serve were asked what they would like ABCG to change or give more attention to in the future, the majority of the responses related to using specific communications methods, types of analysis, types of themes explored, timing, capacity building, and coordination as described below in Table 3.9 below.

Table 3.9: Responses to the question, “What would you like ABCG to change or give more attention to in the future?”

<u>Topics</u>	<u>Responses</u>	<u>Percentages</u>
Do More Outreach- Communications For African Partners	7	25.0%
Conduct More In-Depth Analysis	5	17.9%
Take on a Policy/Advocacy Role	4	14.3%
Explore Controversial Issues	4	14.3%
Produce Summary Sheets From Meetings	2	7.1%
Hold Fewer Events/Explore Fewer Topics	2	7.1%
Build Capacity For Africans	2	7.1%
Address NGO Overlap & Working Together	2	7.1%
N=39 with 11 missing cases, percentages based on 28 responses		

Other suggestions that received one response each were:

- Hold Video/Web Conference With African Partners
- Have more Participatory Planning for ABCG Meetings
- Host a Calendar of Events
- Coordinate Emails
- Use Community of Practice Software
- Explore more Emerging Issues
- Shorten the length of Meetings
- Set Up Working Groups
- Draw Lessons From & Share With Other Regions
- Do a monthly ABCG newsletter to make members feel connected
- Ask ABCG organizations to include information about ABCG’s lessons learned in their Africa communications products (e.g. African Wildlife Foundation’s Tanzania and Kenya newsletter to their partners].

Many respondents suggested specific emerging issues that they would like ABCG to explore in the future including:

- Your Parks, My Poverty- 5 responses
- Health/Disease – 2 responses
- HIV/AIDS and Conservation– 2 responses
- Does Development Increase Conservation Success– 2 responses
- Bushmeat - 1 response
- Sustainable Development - 1 response
- Education- 1 response
- Micro-Credit- 1 response
- Agriculture- 1 response
- Structural Aspect of Conservation- 1 response
- Political Economy of Conservation- 1 response
- Conservation Corruption- 1 response
- Illegal Conservation- 1 response
- Governance Issues- 1 response
- Human Aspects of Conservation- 1 response

Recommendations for the General ABCG Communications Strategy

Based on the ABCG general communications survey, a multi-tiered communication approach is needed by ABCG that:

1. Defines the key message of the emerging African conservation issue to be addressed (e.g. on HIV/AIDS impacts to conservation in next wave countries, on human migration and conservation, and on funding priorities for African conservation);

2. Identifies the target audiences. Broadly speaking, ABCG has two distinct audiences in different locations; different subsets of these audiences are targets of different messages:

C. Washington-DC based ABCG members, colleagues from the Africa-focused community, and U.S. based policy-makers and donors; and

D. African partners from local NGOs, universities, government agencies, donors, communities, private sector, etc, from Madagascar and West, Central, East, and Southern Africa.

3. Selects the most appropriate products and activities that consider costs as it shares tools and information with the intended audience.

4. Sets forth a communication plan that considers cost, timing, flow of different activities and products for various targeted audiences and whereby one activity builds upon another.

Proposed actions for revising the ABCG communications strategy identified by survey respondents include:

- Hosting more thematic meetings in Washington, D.C. and workshops in Africa-national level meetings on key emerging issues for decision-makers and sponsor local level workshops to get information out to targeted communities and conservation practitioners in the field (e.g. key protected areas)
- Holding video conferences or web cam conferences with African organizations in the field
- Redesigning the summaries/minutes from ABCG thematic meetings in Washington, DC, into a 3-5 page dissemination notes, fact sheets, or focused synopsis that are more attractive and user friendly so that they can reach targeted audiences in Africa and the U.S. through both electronic and hard copies
- Translating materials into French and other languages as necessary
- Improving the ABCG website:
 - Put links to the ABCG website on our members and partners' websites (e.g. AWF, CI, IUCN, WCS, WRI and WWF). There currently are no links. This will help improve the visibility of the website and increase information access
 - Revise the design, navigability, and user friendliness of the ABCG website for those with internet access.

- Expanding current email list serve to include at least 100 new African participants in order to promote dialogue and networking with U.S. experts. New partners will be suggested by ABCG members from their extensive networks. The list serve will be subdivided by different issues
- Developing a monthly enewsletter from ABCG to the members to make them feel connected. The Enewsletter could summarize activities during the month, talks about upcoming events, and include articles from members on recent conservation successes
- Asking ABCG organizations to include information about ABCG's lessons learned in their Africa communications products (e.g. African Wildlife Foundation's Tanzania and Kenya enewsletter to their partners)].

5. Is flexible and recognizes that each project requires a different approach and that from project to project the audience might be different and the products used to disseminate the information appropriately might change.

CASE STUDY 4: ABCG PRODUCT COST ANALYSIS

Research Question on the Africa Biodiversity Collaborative Group's Costs for Methods, Activities, and Products

"How much did communications methods, activities, and products used by the Africa Biodiversity Collaborative Group cost in order to share lessons learned on cutting edge and high priority issues affecting Africa? How do these costs compare with the effectiveness of these activities in terms of providing learning, behavior changes, and organizational change?"

Introduction

From 2000 to 2004, ABCG has used various communications methods, hosted numerous activities, and produced many products. It is beneficial to compare the costs of these different methods, activities, and products to see how this corresponds to their effectiveness and to use this information when ABCG and our partners implement communications strategies.

Key Findings

According to the ABCG communications survey, when considering the effectiveness of products and activities it is important to compare the impacts to learning, behavior change, and organizational change with the costs. It was found that many of the more expensive products and activities were considered the most useful for building the capacity of the respondents. For example, the 2-day HIV/AIDS and Conservation workshop in Nairobi, Kenya, which included the costs of flying in international participants from the U.S. and East and Southern Africa as well as lodging, food, and facilities cost (a total cost of \$26,743, about \$19.81 per person per hour) was considered the most useful activity that ABCG engaged in. Similarly, the Nairobi workshop proceedings report (a total cost of \$7,882.50 for 3000 copies, about \$2.63 per publication which included costs for a designer, ABCG staff and member time, and production) and the ABCG list serve (\$3 per email that included only staff time) were considered very useful).

The most cost effective products were:

1. website – ABCG AIDS pages (cost \$0.15 per hit and was considered very useful)
2. website – ABCG general website (cost \$0.24 per hit, however, it was only considered moderately useful)
3. poster – HIV/AIDS and conservation poster (cost \$2.43 per copy and was considered very useful)
4. publication – Nairobi Workshop Proceedings (cost \$2.63 per report, but was considered the most useful ABCG product tied with the list serve)
5. list serve – ABCG general email list serve (cost \$3 per email, but was considered the most useful ABCG product tied with the Nairobi workshop publication)

The most cost effective activities per person per hour:

1. 2.5-day international conference – conference at the College of African Wildlife Management, Tanzania (\$2.16 per person per hour and was considered very useful)
2. 3-hour thematic meetings – ABCG's regular meetings in Washington, DC (\$5.83 per person per hour and considered very useful)
3. 2-hour workshop – at the World Parks Congress in South Africa (\$12.50 per person per hour was ABCG's share)
4. 2-day workshop – ABCG AIDS workshop in Nairobi, Kenya (\$19.81 considered the most useful of all ABCG activities)

However, there are many other activities that ABCG has sponsored that were not included in this study as their effectiveness was not evaluated. For example, the effectiveness of a 2-day AIDS Awareness to Action Workshop held in Lengwe National Park, Malawi, was not assessed by ABCG. Yet according to the workshop organizers, this workshop had made a huge impression on the 100 participants from the national park staff and local villagers. If the effectiveness of this activity, that only cost \$0.37 per person per hour (a total of \$660 for the 2-day workshop), was evaluated it might show that this was a very effective communications activity. ABCG also produced an informational postcard about our collaboration that was distributed at the World Parks Congress. The production cost \$2100 for 3000 postcards (\$0.70 per postcard]. However, the effectiveness of this product was also not assessed.

In addition to considering the cost of the methods, activities, and products, it is essential to determine the cutting edge or high priority conservation problem to be addressed, the audience who is targeted, and then to select the appropriate products and determine your plan. It is also valuable to monitor and evaluate the usefulness of communications products and activities whenever possible and appropriate.

The selected ABCG products and activities analyzed included:

Products

- ABCG Nairobi workshop proceedings prepared for distribution at the World Parks Congress, and distributed widely to African partners and at many international conferences and AIDS event
- ABCG AIDS & Conservation poster prepared for technical capacity building session at World Parks Congress and revised in English and French that was broadly distributed to African partners
- ABCG website hosted by USAID-sponsored FRAME and the specific pages on HIV/AIDS and conservation linkages
- ABCG email list serve circulated to U.S.-based colleagues

Activities: Meetings and Workshops

- ABCG thematic 3-hour meetings, Washington, DC; 2000-2004
- ABCG HIV/AIDS and Natural Resource Management 2-day Workshop in Nairobi, Kenya, September 2002
- ABCG-sponsored sessions on HIV/AIDS and Compensation at Mweka College 40th Anniversary 3-day Symposium, Mweka, Tanzania, December, 2003
- Networking opportunities through the ABCG AIDS project
- Networking opportunities provided through ABCG thematic meetings in Washington, DC

Activities: Consultancies

- ABCG AIDS consultancy, Kenya, Namibia, South Africa, Tanzania, Uganda, and Washington, DC, Spring 2002, 4-months
- ABCG land compensation consultancy, Spring 2004, 2-months

The following Tables 4.1 , 4.2, and 4.3 compares the effectiveness of ABCG products, activities, and consultancies with costs, and provides more background information about these. It ranks effectiveness according to a 4-point Likert scale with “1” meaning “very useful”, “2” meaning “useful”, “3” meaning “somewhat useful” and “4” meaning “not useful”.

Table 4.1: Effectiveness and Costs of ABCG Products

Product	Effectiveness (4 point Likert Scale- "1" very useful; "4" not useful)	Cost per unit	Number of products produced	Total Cost (calculations include ABCG staff and members' time)	Notes
ABCG Nairobi Workshop proceedings publication	1.3	\$2.63 per publication	3000 copies (in English with Summary in French)	\$7,882.50 for 3000 copies	Production, ABCG staff and Members time
ABCG list serve	1.3	\$3 per email	10 emails per month	\$360 year approx.	ABCG staff time only
ABCG website-AIDS pages	1.5	\$0.15 cents per hit	200 hits per month		ABCG staff time; hosting and in-kind support on design and training by FRAME
ABCG HIV/AIDS poster for World Parks Congress (WPC) Technical presentation and replication of poster for general distribution	1.6	\$2.43 per poster	5000 (3000 English; 2000 French)	\$12,129 for 5000 plus one laminated technical poster for WPC presentation	Production, ABCG staff and Members time; In-kind CI and WWF design; WWF covered cost of French posters (so cost per unit based on English poster only)
ABCG website	2.7	\$0.24 cents per hit	263 hits per month	\$35 annually for domain name and forwarding to FRAME	ABCG staff time and annual domain fee. Does not include costs for FRAME of hosting ABCG Website

Table 4.2: Effectiveness and Costs of ABCG Activities

Activities	Effectiveness (4 point Likert Scale- "1" very useful; "4" not useful)	Cost per unit	Number of participants	Total Cost (calculations include ABCG staff and members' time)	Notes
ABCG HIV/AIDS and NRM Nairobi Workshop	1.1	\$19.81 per person per hour (based on 75 people for 18 hours)	75 partners from Eastern and Southern Africa (NGO, government, and training colleges), USAID, US NGOs, UK donors, and press	\$26,743 for 75 participants for 2 days (18 hours) including travel, per diem, food, facilities, WWF-EARPO staff time, ABCG staff and members' time, etc	Includes travel, hotel, and per diem for 15 East and Southern African participants, a few from the US, plus 60 participants based in Kenya (of which 11 were from the press) plus facilities and food costs for all participants
ABCG Thematic Meetings	1.3	\$5.83 per person per hour	Range between 30-70 people, mode is 40 people	\$400-\$4,000 range Most 3-hour meetings for 40 people cost about \$700. High range includes travel for 2 African speakers.	Costs depend on ABCG staff and members' time, materials, copies, food, travel for WCS participants and African speakers, and in-kind support from ABCG organizations
ABCG Networking Opportunities provided in DC	1.3	\$5.83 (same cost as thematic meetings)	Range between 30-70 people, mode is 40 people	\$400-\$4,000 range Most 3-hour meetings for 40 people cost about \$700. High range includes travel for 2 African speakers.	Costs depend on ABCG staff and members' time, materials, copies, food, travel for WCS participants and African speakers, and in-kind support from ABCG organizations

ABCG-sponsored sessions at Mweka College 40th Anniversary Symposium on HIV/AIDS as well as on Compensation	1.6	\$2.16 per person per hour	5 African speakers and over 100 Africa participants	\$9,303 for sessions on AIDS and Compensation for 150 people for 22.5 hours	includes travel and per diem for 5 African speakers, logistical support, and resulted in new Mweka workplace policy on HIV/AIDS
ABCG-HEARD-KZN Wildlife-WESM HIV/AIDS and Conservation luncheon workshop at World Parks Congress	1.6	\$12.50 per person per hour	100 participants from NGOs and governments worldwide, and African press	\$3,500 (\$2,500 ABCG contribution for 2-hour luncheon for 100 participants	University of Natal-HEARD, KZN Wildlife, and WESM contributed another \$1000 to the luncheon so total was \$3,500

Table 4.3: Effectiveness of Consultancies and Costs

<u>ABCG Consultancies by African Partners</u>	<u>Effectiveness (4 point Likert Scale- "1" very useful; "4" not useful)</u>	<u>ABCG cost per hour of consultancy</u>	<u>Total Cost (calculations do not include ABCG staff or members' time)</u>	<u>Number of African Countries visited</u>	<u>Notes</u>
ABCG Land Compensation Policy Paper	1.6 according to the ABCG General Survey	\$13.39 per hour calculated at 280 hours	\$3,750 for consultancy and report	2 (for Mweka Symposia key note address in Tanzania, plus research in Uganda)	Includes consultant's fees and travel, lodging, and per diem for keynote address at Mweka Symposium
ABCG HIV/AIDS and NRM Consultancy	1.9 according to the ABCG General Survey	\$29.25 per hour calculated at 560 hours	\$16,382.10 for consultancy and report	5 (Kenya, Namibia, South Africa, Tanzania, Uganda, plus work in U.S.)	Includes consultant's fees, and travel to 5 African nations plus lodging, per diem, materials, etc

Leveraging Funds

ABCG has been very successful at leveraging funds for a variety of activities that help to distribute ABCG products and lessons learned. Through ABCG's connections, numerous African partners have participated in international conferences such as the Global Biodiversity Forum for Africa where they helped to distribute ABCG products such as the AIDS and conservation poster and Nairobi workshop proceedings. ABCG has leveraged assistance from the U.S. National Park Service and USAID to arrange for African partners to participate in national park exchange programs and study tours in Washington, DC, where they could meet ABCG members, learn about ABCG resources, and gather ABCG materials. ABCG has free website-hosting facilities from USAID-sponsored FRAME. ABCG member organizations provided many in-kind benefits ranging from graphic designers and photographic rights to food, conference rooms, equipment, copying and other expenses for ABCG meetings. Following are some examples of funds that have been leveraged:

International conferences

- *Global Health Council Conference in Washington, DC*, covered the costs of ABCG partners from Malawi and South Africa including travel, per diem, registration fees, etc; and
- *Global Biodiversity Forum for Africa, Dar es Salaam, Tanzania*, covered the costs of ABCG partners from Kenya, Malawi, Tanzania, and South Africa including travel, per diem, registration fees, etc;

Exchange programs and study tours to U.S. national parks and Washington, DC

- *Tanzania National Parks and Kenya Wildlife Service ecologists* spent one and three months, respectively, in U.S. national parks on exchange programs on park ecology, geographic information systems, and protected area management, and spent time in Washington, DC, meeting with ABCG organizations, learning about ABCG lessons learned, and gaining ABCG materials.

Website

- *Free training and support to host the ABCG website* (www.abcg.org) provided by USAID-funded FRAME (www.frameweb.org).

Graphic design, copying, facilities, etc

- *Graphic designers* from Conservation International and World Wildlife Fund worked on the AIDS and conservation poster
- *Free photographs* for ABCG poster and website were provided by Conservation International, World Wildlife Fund, and USAID
- ABCG member organizations supplied *food, conference rooms and equipment, copying and covered other expenses for ABCG thematic meetings and ABCG administrative sessions*
- World Resources Institute paid *per diems for visiting African partners* participating in the ABCG Compensation Meeting

Appendix A. Background on Communications Assessment

The Africa Biodiversity Collaborative Group (ABCG) received a total of \$38,962.70 (\$26,155.70 to Conservation International for the period of 1 November 2003 to 30 June 2004 and \$12,807 to World Wildlife Fund for the period of 1 July 2004 to 31 October 2004) from the Critical Ecosystem Partnership Fund (CEPF) to review the effectiveness of selected forms of networking and communication of conservation concepts, tools and lessons to conservation decision-makers and practitioners in all regions of Africa. The assessment covers ABCG activities, and one other communication activity by an ABCG partner. It seeks to determine the effectiveness of communication and networking in influencing conservation outcomes, including long-term capacity building. Based on results of this assessment, ABCG will revise its communications and networking strategy for effective knowledge management and sharing of lessons learned on selected high-priority conservation issues in Africa.

Appendix B. History of ABCG

The Africa Biodiversity Collaborative Group (ABCG) comprises African Wildlife Foundation (AWF), Conservation International (CI), the World Conservation Union (IUCN), Wildlife Conservation Society (WCS), World Resources Institute (WRI), and World Wildlife Fund (WWF). These organizations strongly believe that an investment in collaboration will vastly improve their individual and collective conservation impact. Through the ABCG, these organizations can explore wider conservation linkages and themes than each organization is able to focus on individually.

Background

Biodiversity conservation in Africa is becoming increasingly complex as social, economic and political pressures on the region's natural resources continue to grow. At the same time, available resources are inadequate to address the myriad threats to Africa's biodiversity. Thus, strategic alliances are an increasingly attractive and effective response mechanism for addressing emerging conservation issues in Africa. Accordingly, in 1999 the Africa Biodiversity Collaborative Group was formed to:

- Promote networking, awareness, and the sharing of information and experience among U.S. conservation NGOs working in Africa;
- Encourage information exchange and idea sharing with African partners;
- Identify and analyze critical and/or emerging conservation issues in Africa as priorities for both future NGO action and donor support; and
- Synthesize collective lessons from field activities and share these lessons with a broader multi-sector community.

Mission

ABCG's mission is to tackle complex and changing conservation challenges by catalyzing and strengthening collaboration, and bringing the best resources from across a continuum of conservation organizations to effectively and efficiently work toward sound conservation in Africa.

Appendix C. Methodology

The study used qualitative methods to study the effectiveness of communication methods and activities. Multiple case studies were selected in order to be able to compare and contrast the effectiveness of different projects in promoting conservation concepts, tools and lessons on emerging conservation issues impacting Africa. The case studies included three on ABCG's activities, and one other communication activity by an ABCG partner. The case studies seek to determine the effectiveness of communication and networking in influencing conservation outcomes, including long-term capacity building.

The ABCG case studies focused on:

1. BSP Armed Conflict and the Environment Study.
2. ABCG HIV/AIDS and Conservation Linkage Study; and
3. ABCG General Communications (e.g. meetings, brown bags, list serve and website);
4. ABCG Cost Analysis

Research Methods

To conduct the research the following steps were taken to assess communications methods, activities, and products:

1. determine the **research questions**:
"What are the most effective methods of communication and networking to influence conservation outcomes for non-governmental organizations (NGOs) and our African partners?" "How do we promote awareness on key conservation challenges that result in conservation capacity building and action?"
2. select the **sample** (e.g. 10 partners working in Africa for both the BSP Armed Conflict project and the ABCG AIDS project, more than 40% of the ABCG list serve for the ABCG General Communications Assessment, and at least 10 products/activities for the cost analysis).
3. identify appropriate **data collection methods**. A *questionnaire* was selected as this could be circulated over email. Close-ended questions with a 4 point Likert scale asked the respondents to rank the usefulness of the different methods, activities, and products. Open-ended questions were used to gauge the usefulness of methods, activities, and products for the participant's learning, behavior change, and organizational change.
4. **analyze the data**- involved coding the open-ended questions responses into meaningful categories and determining the means for the close-ended responses to the Likert scale by compiling responses on an EXCEL spreadsheet.
5. report on the **findings**.
6. make **recommendations** for ABCG and partners to revise their communications strategy.

Stakeholder Involvement in Study Design

In order to design the communications study, ABCG held a December 2003 meeting and follow up was carried out over email. The participants helped to determine the research questions, research methods, and type of analysis. Participants included communications experts from various ABCG member organizations including African Wildlife Foundation, Bushmeat Crisis Task Force, Conservation International, and World Wildlife Fund as well as a Monitoring and Evaluation expert from the U.S. Peace Corps.

Appendix D. Survey Instruments

BSP Armed Conflict and the Environment Survey

Dear Colleagues:

RE: Assessment of BSP's Armed Conflict and the Environment Study

The Africa Biodiversity Collaborative Group (ABCG) is conducting an assessment of communications methods and activities. We are focusing on the study conducted by the Biodiversity Support Program (BSP) on Armed Conflict and the Environment from 1998-2001. We would greatly appreciate it if you would take a moment to respond to the attached survey about your experience with the BSP study. As the BSP project closed a few years ago, it provides a good case study for reflection on the effectiveness of various communications methods and activities. Your perspective on this program is invaluable to us.

ABCG Communications Survey

1) Please indicate how useful the following materials and activities have been for your work.. (Mark the number that most closely approximates your experience.)

	<u>Very</u> <u>Useful</u>	<u>Useful</u>	Somewhat <u>Useful</u>	Not <u>Useful</u>	Don't <u>Know</u>
a) BSP pan-African Workshop on Armed Conflict and the Environment in Victoria Falls, Zimbabwe, April 2001	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
b) DRC Preparing for Peace Workshop, DRC, June 2001	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
c) BSP Publication: <i><u>The Trampled Grass: Mitigating the impacts of armed conflict on the environment</u></i>	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
d) BSP Presentations at meetings <input type="checkbox"/> (e.g. Society for Conservation Biology, College of African Wildlife Management, USAID, ABCG, etc)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
e) Networking Opportunities provided by BSP on Armed Conflict and the Environment Project	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

2.) Did the BSP Armed Conflict and the Environment Project have a positive impact on your work?

3.) Did the BSP Armed Conflict and the Environment Project influence your organizations' activities?

4.) Did your knowledge, skills, attitudes, and practices about armed conflict and the environment change as a result of the BSP Armed Conflict and the Environment Project?

5) What other communications methods and activities would have been useful for sharing lessons learned about the negative impacts of armed conflict on the environment and strategies for mitigating impacts before, during and after conflict.

Additional Comments and Suggestions about the BSP Armed Conflict and the Environment Study:

Thank you for taking the time to complete this survey. We greatly appreciate your input. We also want to thank the Critical Ecosystem Partnership Fund (CEPF) for providing funding for ABCG to assess the effectiveness of networking and communication methods for sharing lessons learned in order to influence conservation actions and outcomes on-the-ground in Africa.

Please email your completed survey to nancy.gelman@wwfus.org by Monday, 26 July 2004.

Thanks,
Nancy Gelman
Program Officer
Africa Biodiversity Collaborative Group
c/o WWF Endangered Spaces Program
1250 24th Street, NW
Washington, DC 2003 USA
Phone: 202-778-9736
FAX: 202-861-8377
nancy.gelman@wwfus.org

The Africa Biodiversity Collaborative Group (ABCG) comprises U.S.-based international conservation non-governmental organizations with field-based activities in Africa. ABCG organizations include: African Wildlife Foundation, Conservation International, IUCN-The World Conservation Union, Wildlife Conservation Society, World Resources Institute, and World Wildlife Fund. ABCG explores emerging conservation issues, shares lessons learned, and seeks opportunities for collaboration. Recent issues explored by ABCG include: The Linkages between HIV/AIDS and Natural Resource Management; Health Matters: The Importance of the Interface between Wildlife, Domestic Animal and Human Health for Conservation Success in Africa; Human Migration and Conservation: Issues and Interventions; Compensation for Land Lost for Protected Areas, etc. ABCG has been funded by The John D. and Catherine T. MacArthur Foundation, The Critical Ecosystem Partnership Fund, and USAID. See: www.abcg.org

General ABCG HIV/AIDS and Conservation Communications Survey

Dear Colleagues:

Over the past three years, the Africa Biodiversity Collaborative Group (ABCG) has been sharing information about the linkages between HIV/AIDS and natural resource management. In order to continue this process and focus our momentum in our upcoming phase, we are conducting an assessment of our communications activities on this critical issue. Please take a moment to respond to the attached survey about your experience with the ABCG on HIV/AIDS and natural resource conservation linkages. Your perspective on our program is invaluable to us.

ABCG Communications Survey

1) Please indicate how useful the following materials and activities have been for your work.. (Mark the number that most closely approximates your experience.)

	<u>Very Useful</u>	<u>Useful</u>	<u>Somewhat Useful</u>	<u>Not Useful</u>	<u>Don't Know</u>
a) ABCG HIV/AIDS & NRM Workshop in Nairobi, Kenya in September 2002	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
b) ABCG Nairobi Workshop Proceedings	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
c) ABCG Website Materials on HIV/AIDS & NRM (http://www.abcg.org)	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
d) ABCG HIV/AIDS & Conservation Poster	1 <input checked="" type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
e) ABCG Presentations at international meetings: (e.g. World Parks Congress, College of African Wildlife Management, Mweka, etc)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input checked="" type="checkbox"/>
f) Networking Opportunities provided by ABCG on HIV/AIDS	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

2.) Has ABCG had a positive impact on your work on the linkages between HIV/AIDS and natural resource management?

3.) Has ABCG influenced your organizations' activities on HIV/AIDS and conservation linkages?

4.) Has ABCG influenced your personal activities on HIV/AIDS and conservation linkages?

5) What more would you like to see ABCG and others do to promote awareness about HIV/AIDS and conservation linkages? Please give an example.

Additional Comments and Suggestions:

Please email your completed survey to n.gelman@conservation.org by Tuesday, 1 June 2004.

Thanks,
Nancy Gelman
Program Manager
Africa Biodiversity Collaborative Group
c/o CI Africa Division
1919 M Street, NW
Washington, DC 20036 USA
Phone: 202-912-1444
FAX: 202-912-1026
n.gelman@conservation.org
<http://www.abcg.org>

General ABCG List serve Survey

Dear ABCG Members and Friends:

Over the past five years, the Africa Biodiversity Collaborative Group (ABCG) met regularly to exchange information and share ideas on emerging conservation themes and linkages impacting Africa. In order to continue this process and focus our momentum in our upcoming phase, we are conducting an assessment of our communications activities. Please take a moment to respond to the attached survey about your experience with the ABCG. Your perspective on our program is invaluable to us.

ABCG Communications Survey

1) Please indicate how useful the following materials and activities have been for your work. (Mark the number that most closely approximates your experience.)

	<u>Very Useful</u>	<u>Useful</u>	<u>Somewhat Useful</u>	<u>Not Useful</u>	<u>Don't Know</u>
a) ABCG Meetings in Washington, DC on Emerging Conservation Issues	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
b) ABCG Email List serve	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
c) ABCG Website (http://www.abcg.org)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
d) ABCG HIV/AIDS Analysis and Publications (e.g. Nairobi Proceedings)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
e) ABCG Compensation Work	1 <input type="checkbox"/>	2 <input checked="" type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
f) ABCG Workshops, Meetings, and Presentations in Africa (e.g. Nairobi AIDS Workshop, World Parks Congress, Mweka College Symposium)	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>
g) Networking Opportunities Provided through ABCG	1 <input type="checkbox"/>	2 <input type="checkbox"/>	3 <input type="checkbox"/>	4 <input type="checkbox"/>	5 <input type="checkbox"/>

2.) What do you most appreciate about ABCG?

3.) Has ABCG had a positive impact on your work? If so, can you give an example?

4.) What would you like ABCG to change or give more attention to in the future? Please be as specific as possible.

5.) Has ABCG influenced your personal behavior and/or your organizations' activities on HIV/AIDS and conservation linkages?

6.) Please indicate if you would be available to participate in an interview to collect more detailed information about the effectiveness of ABCG's communications methods/products/activities.

Yes

No

Thank you for taking the time to complete this survey. We greatly appreciate your input. We also want to thank the Critical Ecosystem Partnership Fund (CEPF) for providing funding for ABCG to assess the effectiveness of our networking and communication methods for sharing lessons learned in order to influence conservation actions and outcomes on-the-ground in Africa.

Please email your completed survey to n.gelman@conservation.org by Friday, 2 April 2004.

Thanks,

Nancy Gelman
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The Africa Biodiversity Collaborative Group (ABCG) comprises U.S.-based international conservation non-governmental organizations with field-based activities in Africa. ABCG organizations include: African Wildlife Foundation, Conservation International, IUCN-The World Conservation Union, Wildlife Conservation Society, World Resources Institute, and World Wildlife Fund. ABCG explores emerging conservation issues, shares lessons learned, and seeks opportunities for collaboration. Recent issues explored by ABCG include: The Linkages between HIV/AIDS and Natural Resource Management; Compensation for Land Lost for Protected Areas; Global Climate Change: Biodiversity Impacts and Conservation Responses in Africa; Private Sector Issues in Marine Tourism in Africa, etc. ABCG has been funded by The John D. and Catherine T. MacArthur Foundation, The Critical Ecosystem Partnership Fund, and USAID.

Appendix E. Description of ABCG HIV/AIDS and Conservation Activities and Products

Background on ABCG HIV/AIDS and Conservation Linkages Project

For the work on HIV/AIDS and Conservation Linkages, ABCG sought to share lessons learned and coping strategies to deal with the impacts of HIV/AIDS on the conservation workforce and on natural resources and land use. Efforts and activities progressed from Washington, DC-based meetings to field level activities in Africa as described below.

Washington, DC-Based Meetings and Consultancy

Beginning in early 2001, ABCG held a series of meetings in Washington with members of the health, conservation and donor sectors to brainstorm about the impacts of the HIV/AIDS pandemic on Africa's natural resources. Based on these sessions, ABCG hired a consultant to conduct case studies in areas of high HIV/AIDS prevalence. Case studies in Kenya, Namibia, South Africa, and Uganda were selected in order to identify coping strategies by our partners in protected area authorities, local NGOs, and community-based natural resource management organizations about how to deal with the impacts to conservation. More open meetings were held, based at USAID's Africa Bureau in Washington, DC, to determine the scope of the case studies. It was determined that instead of conducting research, the case studies should instead focus on identifying coping strategies as the sharing of best practices was urgently needed.

In Kenya, the consultant, Dr. Jane Dwasi, met with conservation NGOs to find out about their activities. For example, WWF-EARPO has an organizational policy on HIV/AIDS. In South Africa, Dr. Dwasi visited Emzuelo KwaZulu Natal Wildlife as they have a comprehensive organizational policy for their staff of 3000 that deals with issues such as wellness programs, job rotation of those too ill to perform their current positions, insurance, retirement, etc. In Namibia, Dr. Dwasi went to Windhoek to find out about activities by the Namibia government, USAID, NASCO, IRDNC, and she also went to Caprivi to meet with local communities involved in Community-Based Natural Resource Management (CBNRM) to find out about the impacts to natural resources and land use changes. In Uganda, Dr. Dwasi visited the International Gorilla Conservation Programme, Uganda Wildlife Authority, and the local communities in Kabale. The final consultancy report provided preliminary findings that some of the key impacts of the HIV/AIDS pandemic on natural resource management include:

- changes in land use as agricultural practices change with falling capacity for heavy labor;
- changes in access to resources and land especially when widows and AIDS orphans cannot inherit land;
- loss of traditional knowledge of sustainable land and resource management practices;
- increased vulnerability of community-based natural resource management programs as communities lose leadership and capacity, and HIV/AIDS issues take priority; and
- diversion of conservation funds for HIV/AIDS related costs.

Africa-Based Workshops and International Conferences

ABCG 2-day Workshop, Nairobi, Kenya, September 2002.

To share experiences with more partners and recommend next steps, in September 2002, ABCG organized a 2-day workshop in Nairobi, Kenya, that was hosted by the World Wide Fund for Nature's Eastern Africa Programme Office (WWF-EARPO) on the linkages between HIV/AIDS and Natural Resource Management.

The World Parks Congress, Durban, South Africa, September 2003.

Activities included promoting ABCG communications materials on HIV/AIDS and conservation linkages at the World Parks Congress. Plenary speakers (including Dr. Cristián Samper of the Smithsonian Institution's National Museum of Natural History and Dr. Mohamed Bakarr of Conservation International/ICRAF-The World Agroforestry Centre) incorporated HIV/AIDS issues into their keynote addresses to the Congress at ABCG's request; an ABCG scientific poster highlighting how to maintain conservation capacity in the face of HIV/AIDS was displayed during the Capacity Building Tool Fair; and flyers and condoms were made available to Congress delegates to promote HIV/AIDS prevention in the high-prevalence area of Durban, South Africa, where the Congress was held.

ABCG worked with the prestigious Health Economics and HIV/AIDS Research Division of the University of Natal, South Africa, (www.heard.org.za), Ezemuelo KwaZulu Natal Wildlife (www.kznwildlife.com), and the Wildlife and Environmental Society of Malawi on an interactive side event at the Congress on HIV/AIDS and conservation linkages that was attended by more than 100 Congress delegates. As a result of ABCG's efforts, HIV/AIDS and Conservation was listed as an "Emerging Issue" in the Durban Accord, the final communiqué from the Congress.

40th Anniversary Symposium for the College of African Wildlife Management, Mweka, Tanzania, December 2003.

The College of African Wildlife Management, Mweka, Tanzania, organized a symposium entitled, "Conservation in Crisis: Experiences and Prospects for Saving Africa's Natural Resources" to celebrate its 40th anniversary (1963-2003). The symposium addressed various facets of wildlife management experiences including:

- Wildlife conservation outside protected areas;
- The role and contribution of *ex-situ* conservation in Africa;
- Eco-tourism and wildlife conservation;
- Capacity building in wildlife management;
- The bushmeat crisis;
- Conservation, politics, and legislation in Africa;
- Management of natural World Heritage Sites;
- HIV/AIDS and conservation linkages; and
- Compensation for land lost to protected area management.

ABCG sponsored the sessions on HIV/AIDS and conservation as well as the session on compensation. We arranged for speakers from the Wildlife and Environmental Society of Malawi, Eastern African National Network of AIDS Service Organisations, University

of Natal, Greenwatch-Uganda, and the Legal and Human Rights Centre in Tanzania to give talks. One important outcome of the Symposium was that the College has drafted a HIV/AIDS Policy, Procedures and Action Plan.

AIDS Awareness to Action Campaign, Lengwe National Park, Lengwe, Malawi, February 2004.

ABCG sponsored the Wildlife and Environmental Society of Malawi's (WESM) efforts to organize an "AIDS Awareness to Action Campaign" at Lengwe National Park, Malawi, for the national park staff, their spouses, and neighboring local communities. This model workshop was conducted in partnership with Banja La Mtsogolo, a reproductive health and family planning NGO, to develop clear messages on the linkages of HIV/AIDS and conservation, the relationship between conservation and population, family planning messages, and other technical messages on HIV/AIDS. The two-day event included inspiring songs and dances about AIDS and conservation by Judges Dancing Troupe as well as plays by one of Malawi's most famous comedy groups, the Azizi Traveling Theater. The event was very well received, and WESM hopes to conduct similar events in all of Malawi's national parks.

Capitol Hill Reception, Washington, D.C., March 2004.

ABCG gave a presentation on HIV/AIDS and conservation linkages at a Capitol Hill reception sponsored by the National Wildlife Federation, Population Connection, and the Sierra Club. The reception was part of their 2004 Population Activist Training program. More than 200 people attended the reception, including Congressional staffers and activists.

Global Biodiversity Forum for Africa, Dar es Salaam, Tanzania, June 2004.

The United Nations Development Programme and Africa Resources Trust asked ABCG to work with them to organize the HIV/AIDS session at the Global Biodiversity Forum for Africa. ABCG leveraged funding from the Forum to arrange for partners from the Organization for the Conservation of Natural Resources and the Combat of HIV/AIDS (OCRA), WESM, Southern African Wildlife College, and the Eastern African National Network of AIDS Service Organisations to share their coping strategies.

World Conservation Congress, Bangkok, Thailand, November 2004.

At the upcoming World Conservation Congress in Thailand in November 2004, AWF, WCS, and ABCG African Partner, the Wildlife & Environmental Society of Malawi are taking the lead to propose a Motion that the Director General and IUCN Members to become more involved in dealing with HIV/AIDS and conservation linkages.

To share these findings, ABCG gave presentations and hosted panel discussions at numerous health sector and conservation sector conferences

- Society for Conservation Biology, University of Kent, UK
- Society for International Development, Washington, DC
- USAID, Washington, DC
- Global Health Council, Washington, DC

ABCG Communications Products

AIDS and Conservation Poster: ABCG produced a poster on HIV/AIDS & Conservation Capacity for the Capacity Building stream of the WPC. After numerous requests from African partners, ABCG reproduced the poster in English and French to make it more general posters that have been distributed widely to Community-Based Organizations in Kenya, Uganda, and Tanzania, for instance. ABCG received many letters and emails from poster recipients requesting additional materials and funding. Many respondents appreciated the poster, for example, one respondent stated, “*The HIV/AIDS posters have had a tremendous impact within AWF and with our partners in the field such as national park staff.*” ABCG is currently developing a community of practice with USAID-sponsored FRAME to help these local organizations share lessons learned from their efforts on HIV/AIDS with similar organizations.

HIV/AIDS Awareness Travel Insurance Flyer has been circulated at international conservation meetings including WPC, WCC, GBF, etc. ABCG worked with partners to ensure that condoms were available at these international and regional conferences to help raise AIDS awareness among conservationists and to help them understand the linkages between HIV/AIDS and conservation.

By analyzing emerging issues such as HIV/AIDS & Conservation by hosting meetings in Washington, DC, conducting in-depth analysis and case studies, organizing workshops in Africa, presenting findings at international and African conferences, and distributing publications such as the Nairobi workshop proceedings and other communications products to local community groups, ABCG member organizations and our African partners develop new expertise and receive valuable tools to prepare them to tackle emerging conservation issues. ABCG provides a forum to enhance collaboration and coordination to address evolving challenges that impact field-level conservation in Africa.

Appendix F. Description of ABCG Thematic Meetings

From the Spring of 2000 until the Summer of 2004, ABCG held meetings to explore the following cutting edges issues affecting African conservation:

Priority Setting and Site Based Conservation Planning

To exchange information and ideas from recent priority setting and site based conservation planning initiatives by ABCG organizations, ABCG hosted a May 2000 meeting. The meeting, held at CI and chaired by AWF, found that all ABCG organizations are working beyond the traditional protected area level to focus on a broader landscape level. Yet organizations operate at two different levels: the site level and the regional level. For example, both WCS and AWF work at the site level. However, while WCS' Living Landscape approach uses "landscape species" to determine the landscape where they work, AWF's African Heartlands focuses on seven large African landscapes that are representative of many different ecological zones of Africa and that use site conservation planning to determine their activities. At the regional level, CI works on priority setting in hotspots such as the Upper Guinean Forests that are selected because of high plant endemism, while WWF's programs are centered around ecoregion representativeness such as the priority setting analysis of the Congolian Basin.

Transboundary Natural Resources Management

To focus on collaborative initiatives involving transboundary natural resources management (TBNRM), ABCG hosted a June 2000 meeting hosted at AWF and chaired by WWF that discussed BSP's results from TBNRM Project Phase 1: Southern Africa, and BSP's Approach for TBNRM Project Phase 2: West, Central and Eastern Africa. Also discussed were AWF's "Heartlands" transboundary activities; CI's emphasis on the importance of TBNRM to their operational strategy; WCS' work in the tri-national area of Cameroon, Central African Republic and Congo; WWF's ecoregion work in Eastern and Southern Africa, and conservation of transboundary biodiversity in the Cameroon, Congo, and Gabon interzone; and WRI's transboundary critical flows project and transboundary environmental procedural rights in Africa initiative.

Gaps and Opportunities in the Congo Basin

To share information about strategies that have been developed by different U.S.-based organizations working on the ground in the Congo basin, ABCG hosted a September meeting that included donor organizations to identify gaps, overlaps, and to look for opportunities for collaboration. That meeting, chaired by WCS at the Bronx Zoo, discussed geographic gaps; regional coordination; interaction between the private sector, governments and NGOs; the role of civil society, including mechanisms, participation, balance of power; using a programmatic approach towards conservation planning; environmental funding and financing; and information sharing. Presentations of organizational strategies and program activities were made by donors, including the MacArthur Foundation, USAID, the World Bank, and the United Nations Development Programme -Global Environment Facility, as well as by ABCG organizations.

Wildlife User Rights

To review selected wildlife user rights regulations in the broader context of natural resources management and to discuss their implementation and impacts, ABCG held a November 2000 meeting at WRI. The meeting, chaired by BSP, discussed why wildlife user rights are an environmental governance issue. It promoted a better understanding of the opportunities and challenges of developing community based wildlife management initiatives that support the dual objectives of improved wildlife conservation and improved community development. Through presentations and discussion, it explored lessons learned from past experiences with wildlife user rights and community based forestry. Examples were given of current implementation of wildlife user rights in selected countries. WRI presented a detailed analysis of regulations and guidelines on wildlife user rights from Uganda, Namibia, Tanzania, Mozambique, Burkina Faso, and Cameroon based on criteria that included: 1) ecological management; 2) rights and responsibilities; and 3) legal and institutional issues. This analysis will be published by WRI and widely circulated to interested parties in the U.S. and Africa.

Capacity Building

To discuss capacity building initiatives by ABCG Organizations, a February 2001 meeting was held at AWF. ABCG organizations discussed new initiatives and approaches to capacity building at the individual, institutional, and systemic levels. Opportunities for on-the-ground collaboration such as support for the regional wildlife training colleges in Africa [College of African Wildlife Management, Mweka, Tanzania, L'école pour la Formation des Spécialistes de la Faune de Garoua, Cameroon and Southern African Wildlife College, South Africa.] were reviewed. Opportunities to coordinate training activities with African partners in wildlife and protected area authorities were also examined. ABCG organizations compiled a list of their available scholarship and research opportunities to be shared with African partners.

Innovative Actions to Address the Bushmeat Crisis

To discuss and catalyze innovative actions to address the bushmeat crisis, ABCG worked with the Bushmeat Crisis Task Force (BCTF) on a March 2001 meeting held at WWF. The meeting identified potential areas for collaborative action in Africa on long-term and short-term solutions to the bushmeat crisis including: 1) Sustainable funding for wildlife conservation and protected area management; 2) Policy at the international, national and local levels; 3) Development of bushmeat modules for the three regional wildlife training colleges in Africa; 4) Development of linkages between NGOs, the private sector, local communities, and governments; 5) Urban market/ access route control and monitoring; 6) Protected area strengthening; 7) Market-seller and hunter management groups; 8) Alternative protein; and 9) Alternative income-generating activities. Items discussed included gaps in knowledge and on-the-ground action as well as potential collaborators not currently engaged in the process of addressing the bushmeat crisis. This meeting served as a precursor to the May BCTF Action Planning Conference.

Links Between Poverty and Conservation: Working on Field-level Activities in Africa

The ABCG held an 8 April 2002 meeting at WWF to explore what NGOs, bilateral agencies and financial institutions are currently doing about the linkages between poverty and conservation. Members discussed what conservation NGOs and our partners can do in Africa to alleviate poverty and enhance the participation of local populations in conserving their natural heritage.

The March 2002 Monterrey Conference on Financing for Development and the upcoming World Summit on Sustainable Development in August 2002, have focused increased attention on the linkages between poverty and conservation. More than 180 nations endorsed "The Millennium Development Goals (MDG)" at the United Nations in September 2000, which has as its first goal to eradicate extreme poverty and hunger, and, as its seventh goal, to ensure environmental sustainability. Consequently, as the World Bank, bilateral agencies and other donors seek to implement the MDG and emphasize these linkages, conservation NGOs will need to promote conservation as a vehicle for poverty alleviation. In Africa, where poverty is expected to rise during the 21st century, there is special concern for the poverty-conservation linkages as millions of Africans depend on natural resources for their livelihoods. As conservation NGOs use larger, more holistic landscape approaches to conservation, the nexus between poverty and conservation must be explored and addressed. The meeting discussed approaches to the issues of poverty and conservation from multiple levels: international, regional, national and local (rural and urban).

Transboundary Natural Resources Management (TBNRM): Motivation, Constraints and Successes

The ABCG held a 19 July 2001 meeting to explore what motivated specific TBNRM actions/investments, as well as constraints and successes. BSP presented the findings from their study entitled *Beyond Boundaries: A Framework for Transboundary Natural Resource Management in Sub-Saharan Africa*. Issues raised included logistical challenges, increased complexity, sovereignty, parity and communications difficulties with transboundary natural resource management projects in which ABCG organizations are involved. Personalities of key players and how and why projects were initiated also were identified as factors in their success.

Conservation and Conflict

To discuss lessons learned concerning how to promote cross-sectoral collaboration and continue conservation funding during and after times of conflict, the ABCG held a September 2001 meeting with representatives from the relief, development and donor sectors. Participants discussed how to continue funding during wars and conflicts through financial planning and management. They also discussed the importance of continuing funding for staff working in conservation areas during periods of conflict. In order to promote collaboration, lessons were shared about the value of increasing understanding, conducting planning and communicating with other sectors about the importance of conservation so that relationships already established should conflict occur. In addition, it was recommended that conservation staff at all levels be trained so they are prepared to take over leadership, technical skills and management during periods of conflict. The meeting, organized by the Biodiversity Support Program (BSP) and chaired by Conservation International, also provided an opportunity for BSP to present the key findings from their study entitled, *The Trampled Grass: Mitigating the Impacts of Armed Conflict on the Environment*.

Mining and Conservation in Africa: Why, When, How and Whether to Engage with Mining Companies and Artisanal and Small-Scale Miners

To learn more about the impacts of large-scale and small-scale mining on conservation, ABCG held a 19 December 2001 meeting at AWF. As conservation NGOs focus on larger landscapes such as ecoregions and hotspots, they must consider engaging with other sectors that impact biodiversity, such as the mining industry. The African continent is richly endowed with mineral reserves and ranks first or second in terms of concentration of world mineral reserves of bauxite, cobalt, diamond, gold, manganese, platinum-group metals and titanium minerals (rutile and ilmenite), among others. Mineral exploration and production constitute significant sectors of African economies and remain important to future economic growth. Consequently, there is an increasing interest in mining activities occurring in important areas for biodiversity conservation, especially as some African nations open up more opportunities to the private sector. The meeting discussed the environmental impacts of mining, the role of artisanal mining, and current strategies to engage the corporate sector and small-scale miners in conservation and mitigation of the impacts to rural communities.

New Initiatives, Long-term Plans and Opportunities for Conservation Collaboration in the Congo Basin

The ABCG hosted an October 2001 Meeting to share information about new initiatives, long-term plans and opportunities for collaboration among different U.S.-based organizations working in the Congo Basin. The meeting was a follow-up to a September 2000 meeting to identify "Gaps and Opportunities in the Congo Basin" and discussed progress during the past year toward advancing conservation in the Congo. This meeting was chaired by Wildlife Conservation Society and hosted by World Wildlife Fund. Presentations were made by USAID's Central African Regional Program for the Environment (CARPE), World Wildlife Fund, Wildlife Conservation Society, World Resources Institute, African Wildlife Foundation, Conservation International and The John D. and Catherine T. MacArthur Foundation. Other participating organizations included the Biodiversity Support Program, U.S. Fish and Wildlife Service, Interagency Planning Group on Environmental Funds, University of Maryland- NASA, Innovative Resources Management and the Bushmeat Crisis Task Force.

HIV/AIDS and Natural Resource Management and Conservation in Africa

To gain a better understanding of the linkages between HIV/AIDS and natural resource management, in September 2002 the ABCG organized a workshop on "The Impacts of the HIV/AIDS Pandemic on the Management and Conservation of Natural Resources in East and Southern Africa" in Nairobi, Kenya. The workshop built upon the 2002 ABCG consultancy on this topic (reported to the Foundation in 2002). Dr. Sam Kanyamibwa, Regional Representative from the World Wide Fund for Nature - Eastern Africa Regional Programme Office and Mr. Freddy Manongi, Deputy Principal of the College of African Wildlife Management in Tanzania, chaired and facilitated the workshop, respectively.

The workshop was a great success, with more than 70 participants attending from conservation and health NGOs, natural resource government agencies, wildlife colleges and universities, the private sector, the media, and other interested partners from Africa and beyond. Workshop proceedings were circulated to more than 500 people, and all of the workshop materials and presentations are available on ABCG's website (www.abcg.org).

A major conclusion of the assembled experts was that the HIV/AIDS pandemic is affecting every person, organization and sector in Africa, including the natural resources sector. Effective natural resources management is being seriously impacted by the loss (to the disease) of human capacity in the field. To address this issue from a natural resource management perspective, institutional coping strategies and best practices for HIV/AIDS need to be integrated into conservation programs, including those of government agencies, NGOs and academic institutions. In addition, education on HIV/AIDS issues can be integrated into community-based natural resource management programs to help educate and improve prevention behavior related to HIV/AIDS in local communities.

Many ABCG member organizations and partners are already developing organizational policies to address the impacts of the disease on their staff and local communities with which they work. For example, WWF is currently mainstreaming HIV/AIDS issues into many of the ecoregional activities; AWF is developing an organizational policy for their staff; and CI explored the linkages between HIV/AIDS and conservation at its 2003 Annual Planning meeting.

Informal ABCG Roundtable Discussion on the Convention on International Trade of Endangered Species (CITES)

In October 2002, the ABCG held an informal roundtable discussion at WWF on the upcoming CITES 12th Conference of the Parties. The purpose of the meeting was for each ABCG member to openly discuss their points of view on different issues, such as the Elephant Amendments, the Bushmeat crisis, CITES politics, Rhino conservation and Leopard quotas. Members of TRAFFIC provided background information on the issues and helped answer questions.

Financing Conservation in Africa

In November 2003, the ABCG and the InterAgency Planning Group on Environmental Funds held a meeting on "Financing Conservation in Africa." The meeting, organized by WCS and the Conservation Finance Alliance, and hosted and chaired by WRI, provided an opportunity to review current sustainable finance activities and tools and discuss mobilizing long-term financial resources to support biodiversity conservation in Africa. The meeting aimed to assess current conservation finance needs in Africa and ensure that information on strategic finance tools and mechanisms was shared with African partners.

Applying Lessons Learned about "Nature, Wealth, and Power" to Field-Level Conservation in Rural Africa

To further understand the integration of environmental management, economic growth and good governance to improve biodiversity conservation in rural Africa, the ABCG and the Community Conservation Coalition held a meeting in December 2002 to review the recently released discussion paper by USAID's Africa Bureau and partners entitled "Nature, Wealth, and Power (NWP): Emerging Best Practice for Revitalizing Rural Africa." Discussions focused on the relevance of the framework, principles and action recommendations identified in "Nature, Wealth, and Power," and how they relate to on-the-ground conservation activities in Africa.

Private Sector Tourism Involvement in Marine Conservation in Africa

In May 2003, the ABCG held a meeting on "Private Sector Tourism Involvement in Marine Conservation in Africa." The meeting, held at CI and chaired by WWF, provided

an opportunity to share information and discuss examples of current marine tourism development activities by conservation NGOs and partners. The meeting also explored perspectives on the topic by the International Finance Corporation and USAID.

Global Climate Change: Biodiversity Impacts and Conservation Responses in Africa

Also in May 2003, the ABCG held a meeting on “Global Climate Change: Biodiversity Impacts and Conservation Responses in Africa.” The meeting, hosted and chaired by WWF, provided an opportunity to share information and learn about current activities related to global climate change impacts on biodiversity conservation in Africa.

Compensation for Land Lost for Protected Area Management

On August 19, 2003, ABCG held a meeting at World Resources Institute to discuss compensation for land lost for protected area management and other protected estates. Compensation for loss of land (and natural resource) rights, interest in land, or value added to land is an important tool to address the socioeconomic impacts of policy and project developments. Compensation is paid to insure that those people affected by a development will be as well-- if not better-- off after the project is completed as they were before it started. In Africa, compensation is a common component of the design of certain types of projects, such as hydropower dams and large-scale mining operations, although the affected people are not always paid or adequately compensated. Historically, compensation has not been a common consideration for people affected by the establishment of a new protected area or by raising the legal status of an existing protected area. Rather, other tools have more often been used, including resettlement, benefit-sharing, and job training. Increasingly, however, compensation is being considered by the biodiversity conservation community for people affected by projected areas. Three African legal experts (from Kenya, Tanzania, and Uganda) shared experiences on compensation from their countries. Respondents from Conservation International, World Wildlife Fund, and Wildlife Conservation Society discussed examples of their organizations' work on compensation issues.

Oil and Gas Development in Africa: What Does It Mean for Biodiversity Conservation?

On February 27, 2004, ABCG held a meeting entitled, “Oil and Gas Development in Africa—What Does It Mean for Biodiversity Conservation?” The meeting, held at Conservation International provided an opportunity to educate participants on the threats to and opportunities for biodiversity conservation related to oil and gas development in Africa; and to discuss areas for possible collaboration between the conservation community, industry, and other stakeholders in Africa. Representatives from the oil and gas industry provided an overview of oil and gas trends and plans for development. They described the increased focus on Africa from companies and policymakers broadly due to increasing demand ahead, denied access in certain areas, and the need for new resources. Companies are looking for non-OPEC countries to come on board, such as those in Africa. There is also on-going development of deep water technology that increase the scope for oil and gas development in Africa. Discussions focused on the overlap of oil and gas development with areas of biodiversity conservation priority in Central Africa; direct and indirect biodiversity impacts from oil and gas development to both terrestrial and marine species and ecosystems, and potential collaboration between the conservation community and the oil and gas industry.

Health Matters: The Importance of the Interface between Wildlife, Domestic Animal and Human Health for Conservation Success in Africa

On March 8, 2004, ABCG co-sponsored a meeting with the Bushmeat Crisis Task Force and the Wildlife Conservation Society to:

- Explore the connections between the wildlife health / domestic animal health / human health interface and conservation success;
- Learn about current field activities in Africa to address this connection, as well as to explore emergent disease issues;
- Find out about current research activities and priorities;
- Hear about responses by U.S. government agencies and NGOs to address these issues;
- Discuss how to engage key policy makers to take action to proactively address surveillance and other health issues as they relate to conservation, preventing human epidemics, agrobiosecurity, etc;

More than 70 participants attended and the U.S. State Department plans to hold a follow up meeting with various government agencies and NGOs to facilitate integrated and proactive approaches to preventing disease crises.

Human Migration and Conservation: Issues and Interventions

On Wednesday, 21 April 2004, ABCG and the Community Conservation Coalition held a meeting entitled, "Human Migration and Conservation: Issues and Interventions". The meeting provided an opportunity to share information and examples of the impacts of human migration on biodiversity conservation, and discuss potential interventions to address the push-pull factors that cause people to migrate and to deal with the flow of migration. Discussions focused on why migrants move to high biodiversity areas, interventions to address migration in these areas, an example from the Galapagos on stopping migration through policy interventions, community level migration and conservation, and case studies from Tanzania, Congo (Zaire), and Zambia about reducing the environmental impacts of refugees and internally displaced people. The needs identified included collecting information on migration and making it available to conservation practitioners, and a toolkit to diagnose migratory situations and examine possible responses.

Collaboration for Conservation: The Blossoming of New Thematic NGO Collaborations

On 30 April 2004, the ABCG and the Community Conservation Coalition organized a session at Conservation International's 2004 Annual Meeting entitled, "Working Together: The Blossoming of New Thematic NGO Collaborations". The session was organized to better understand why organizations form alliances, what elements contribute to success, the challenges to cooperatively addressing an issue, and how and when to evolve or end a partnership. Various NGO collaborations including ABCG, CCC, Bushmeat Crisis Task Force, Conservation Measurement Partnership, CBD COP-7 NGO Consortium, and Voahary Salama shared their experiences.