

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: Kuensel Corporation Limited.

Project Title (as stated in the grant agreement): Advocacy and Awareness Campaign on Biodiversity in Bhutan

Implementation Partners for this Project: 1. Nature Conservation Division, Ministry of Agriculture, park officials of project sites (JDNP,JSWNP,SWS,TNP and RMNP) and at least 2 park schools in all 5 project sites.

Project Dates (as stated in the grant agreement): July 1, 2007—September 30,2010

Date of Report (month/year): 23/12/2010

II. OPENING REMARKS

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

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose:

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level: Inform and educate the nation and /or targeted communities on biodiversity conservation and sustainable development issues within B2C2	Kuensel published stories, supplements,quiz,posters etc on the issues related to conservation and sustainable development issues in the park sites as well as B2C2 as a whole.
<i>Indicator 1: Participation of the general public/youth in environment- related activities increase by 50% in atleast 2 project sites within two years of project period.</i>	The general participation in the quiz doubled by the end of the project period. Was not possible to check for just two sites since it was country wide competition.
<i>Indicator 2: Favourable changes in behaviour and attitude towards conservation and sustainable use in 2 project sites by the end of the project period.</i>	Changes in behavior could not be established. However the end of the project quiz conducted in the park schools showed better understanding of the students on bio-diversity conservation and sustainable development issues.
<i>Indicator 3: Identification of 2 policy issues that affect conservation and sustainable livelihoods of local communities in the project sites by the end of the project period</i>	<ol style="list-style-type: none"> 1. Conservation efforts largely donor driven 2. Need for public education on law, rules and regulations regarding conservation and sustainable development issues.

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

IV. PROJECT OUTPUTS

Project Outputs:

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1: Introduce an environmental column in Kuensel that features threats, good practices, faunal and floral species of special concern relevant to CEPF priority sites and corridors.	Successfully
<i>Indicator 1.1: An environmental column with weekly conservation messages introduced in Kuensel which will continue till the project period</i>	1. Introduction to the protected sites of Bhutan in the literary page. 2. Environmental quiz published in both dzongkha and English throughout the project period
<i>Indicator 1.2: 25 feature articles on biodiversity conservation from the priority sites, species and corridors in B2C2 by the end of the project.</i>	More than 50 articles related to park sites or B2C2 regarding bio diversity conservation published.
Output 2: Community-based biodiversity conservation and sustainable development awareness and education program designed and delivered.	Many community - based but largely nationwide program since the newspaper goes nationwide.
<i>Indicator 2.1: 1 community based conservation awareness and education program designed and delivered in the project sites by 2nd year of the project.</i>	All awareness and education related supplements published and circulated throughout the country so that it benefits all sections of the society.
<i>Indicator 2.2: 1 package of communication and education materials (posters, pamphlets, handouts) specific to project sites printed and delivered within one year of project period.</i>	Posters specific to the project sites printed and delivered on the third year of the project since other stories and supplements were circulated to everyone through Kuensel.
Output 3: Increase in partnerships, collaboration and coordination with organisations working in biodiversity conservation	There has been a huge increase in partnerships, collaboration and coordination with organisations.
<i>Indicator 3.1: Atleast 5 biodiversity conservation projects implemented by different organisations gets a Kuensel supplement by the end of the project period.</i>	Supplements for Projects under RSPN, CEPF as a whole and Norden Pines were published in addition to the supplements on all the five project sites of Kuensel.
<i>Indicator 3.2: Atleast 3 policy interactions conducted on relevant policy issues engaging policy makers by the end of the project</i>	Since interaction with various stakeholders was happening many times either during reporting or during Supplements and other material designing. Therefore, only one preliminary meeting and one policy interaction meeting towards the end of the project.
Output 4: Enhanced Capacity of Kuensel to develop an environment/conservation project in partnership with other organisations	8 Kuensel Staff trained in India on media's role on environmental coverage.
<i>Indicator 4.1: Kuensel engaged in atleast 1 one biodiversity conservation initiative by the end of the project</i>	1. Centre for Environment Education, Ahmedabad, India interested to partner with Kuensel for GNH education. 2. Proposed to UN for continuing the project support.

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

- 1. Kuensel Staff gained experience in different fields including news reporting, advocacy and supplements related to conservation issues.**

2. **Training on Media's role in environmental conservation**
3. **Increased interaction among the stakeholders in the society helped in increased understanding of each one's roles and responsibilities.**

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

None

V. SAFEGUARD POLICY ASSESSMENTS

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

None

VI. LESSONS LEARNED FROM THE PROJECT

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

1. Awareness and education ,a key to conservation outcome
2. Local ownership of the projects very important
3. Sustained conservation activities/funding required

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

1. **It was good to partner with Nature Conservation Division and RSPN for identification of project sites**
2. **Should have selected fewer project sites for better penetration.**

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

1. Since Kuensel staff was responsible for the whole execution, it became very challenging especially as a daily newspaper to both publish the paper and run the project. An intern or a temporary staff could have been hired.

VII. ADDITIONAL FUNDING

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

Donor	Type of Funding*	Amount	Notes

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

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

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

With the exposure and training that the Kuensel Staff received from this project, Kuensel now has better understanding and skills to conduct advocacy and awareness campaign on biodiversity issues with or without the project.

Kuensel's coverage on environment will continue and with increased partnerships, it will be easier to get funding for the supplements and other activities.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

Overall, the project has had a very positive impact on Kuensel and the project staff. The whole process has been a chain of educational experience not only in terms of coverage of biodiversity conservation but also in building capacity ,understanding the values and media's role attached to it.

VIII. INFORMATION SHARING

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned and results. One way we do this is by making programmatic project documents available on our Web site, www.cepf.net, and by marketing these in our newsletter and other communications.

These documents are accessed frequently by other CEPF grantees, potential partners, and the wider conservation community.

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