

CEPF SMALL GRANT FINAL PROJECT COMPLETION REPORT

Organization Legal Name:	God for People Relief and Development Organization
Project Title:	Producing Communication Materials on the Project Impacts in Sheka Zone, SNNPRS, Ethiopia
Date of Report:	30 th of September 2017
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CEPF Region:

The project is located in Eastern Afromontane, Western part of Kaffa and Yayu Biosphere Reserves Corridors with the specific focus on the site indicated as ETH 69: KBA #224 Corridor Name Sheka Forest (Metu-Gore-Tepi). The geographic location of the project is in Yeki, Anderacha and Masha woredas of Sheka Zone, Southern Nation Nationalities and People's Regional State (SNNPRS), Ethiopia.

Strategic Direction:

The project specifically addresses the Strategic Direction 1 (one) which is stated as *"Mainstreaming biodiversity into wider development policies, plans, and projects to deliver the co-benefits of biodiversity conservation, improved local livelihoods and economic development in priority corridors"*

Grant Amount:

USD 13,612.16

Project Dates:

Originally, the project period was for six months starting 1st of February, 2017 and ending on the 31st of July, 2017. However, it was extended until October 10, 2017.

Implementation Partners for this Project (please explain the level of involvement for each partner):

Three main partners were involved in the implementation of the project:

- 1. God for People Relief and Development Organization (GPRDO):** as implementing partner facilitated the collection of photographic pictures and movies from the field for the production of communication materials. It has carried out responsibilities related to mobilizing participation of local community and stakeholders, identifying key project impacts, and interpretation of key deliverables from local languages into English.
- 2. MELCA-Ethiopia:** as one of the grantees of CEPF, it has collaborated with GPRDO in identifying project impacts on its part and demonstrating its key achievements during field collection of data for producing video film and photographic pictures.
- 3. Director of Pixels on Screen (PoS):** The Director of PoS, Dr. Fabian Haas, from Leipzig, Germany, has participated in conducting on site video filming and photographic pictures on the project impacts and values of Sheka Forest.
- 4. Ethiopian Wildlife Natural History Society (EWNHS):** Collaborated with GPRDO in managing small grant fund of the project, communicating with Director of PoS and reporting project impacts.

Conservation Impacts

Please explain/describe how your project has contributed to the implementation of the CEPF ecosystem profile.

The production of communication materials on the CEPF funded project impacts in Sheka Forest KBA has increased the initiation of local community and stakeholders. They found the produced materials as a symbol that explains their roles in conservation for a number of generations. They were surprised of small and large species contained in the communication materials distributed to

them in the form of DVD and reflection meeting. In addition, audiences beyond local areas who have got the materials in the form of video film and photographic pictures were learned more about CEPF conservation impacts as well as local, national and global significance of the importance of Sheka Forest KBA.

Please summarize the overall results/impact of your project against the expected results detailed in the approved proposal.

The impacts of the project against the expected results are explained as follow:

1. Identified Project Impacts in terms of Good Practices and Success Stories

Project impacts identified for two projects funded by CEPF and implemented through two local partners: GPRDO and MELCA-Ethiopia.

The following major impacts were identified from the project implemented by GPRDO.

- Tree nursery promoted by community conservation;
- Forest coffee;
- Integration of banana plantations, turmeric and forest tree;
- Modern beekeeping (shelter-based beekeeping, pure honey processing, value addition, selling of pure honey and its byproducts);
- Plantation of amaranthus and food preparation;
- Integration of cordial africana trees and climber pepper spice; and
- Key Forest areas conserved and protected by GPRDO project in Bechi.

The project impacts identified on the part of MELCA-Ethiopia include the following:

- Vegetable garden in Anderacha woreda;
- Centre-based beekeeping conducted in open space;
- Forest priority areas protected and conserved in Anderacha woreda; and
- Access to loan and saving created for youth.

In addition to above mentioned project impacts, the following key features that show significance of Sheka KBA have been identified:

- Medicinal plants
- Spring waters
- Landscapes
- Rivers
- Forest trees of different sizes
- Birds
- Insects
- Wild animals

2. Produced Communication Materials in DVD Films and Self-explanatory Photographic Pictures

Communication materials were prepared in the form of video film and photographs with the prime objective of raising public interest/awareness about the CEPF conservation investment in Sheka Forest KBA. The video film was prepared in local language and subtitled in English to reach audiences beyond local. In addition, self-explanatory pictures were recorded in DVDs. Then, the materials were shared to different stakeholders at local level and beyond. The production of communication materials were welcomed by audiences who got access to them, because they were useful in generating insights to the impacts of CEPF funded projects and to the conditions of Sheka Forest.

3. Duplicated and Disseminated Communication Materials

The produced communication materials were duplicated in DVDs and distributed to different audiences. Two DVDs (one DVD containing video film and one DVD containing self-explanatory pictures) were disseminated to stakeholders and supporters of GPRDO. Total 940 copies which include 540 video and 400 self-explanatory pictures were disseminated. The lists of the receivers include local and international Civil Society Organizations who are members of Consortium of Relief and Development Association (CCRDA); local level stakeholders such as offices of Environment, Forest and Climate Change, Agriculture and Natural Resource, Culture and Tourism, Communication, Administration and CSOs operating in the project target areas; and Federal Government Affairs Communication.

4. Project stakeholders, supporters, communities and the public at large that got access to the information on the project impacts

In addition to distribution of the produced communication materials, awareness raising platforms were organized to village level community groups, local project stakeholders and national level CSOs. Three learning and sharing platforms (events) were conducted using produced materials: 1) at village level for community groups; 2) at local level for stakeholders at three districts and zone; and 3) at national level for CCRDA member CSOs. In general, 180 people (112 males and 68 females) directly discussed with project team about project results, and values of Sheka KBA during meeting organized for display of communication materials. They included 100 people during community conversations organized at village level, 40 key stakeholders during reflection meeting organized at local level, and 40 leaders of NGOs during policy dialogue organized by CCRDA Food Security and Environment Forum. With support of LCD the produced video and photographic pictures were displayed to the participants. The platforms have brought more attention to participants to know the success stories of the projects funded by CEPF and the importance of Sheka KBA. They underlined the materials helped them to get unique exposures what the CEPF project has been doing in improving the local livelihoods and in protecting Sheka KBA.

In addition, the following points were made by the participants, based on what they understood from the produced materials.

- Using the produced materials which were direct reflection of the project impacts on the ground to teach communities in other non target areas. Respective district level offices of Environment, Forest and Climate Change, Agriculture and Natural Resources, Culture and Tourism, Government Communication took the responsibility.
- Facilitating good working environment for CSOs to involve in promoting deep-rooted community culture of conserving species and natural habitats in key forest areas occupied by minority ethnic groups.
- Encouraging investments that foster economic development which is ecologically sustainable.
- Value the commitment of CSOs and donors that involved in the conservation of Sheka Forest.

Please provide the following information where relevant:

Hectares Protected:

Species Conserved:

Corridors Created:

Describe the success or challenges of the project towards achieving its short-term and long-term impact objectives.

This project was the result of the previous projects funded by CEPF in Sheka KBA, and implemented by GPRDO and MELCA Ethiopia. The key factors for the success of the project, among others, include the following:

- Strong working relationship and collaboration with concerned government offices such as Environment, Forest and Climate Change, Agriculture and Natural Resources, and Administration.
- Commitment of local community groups in conserving priority forest areas.
- Commitment staff of project implementing partners showed by working in remote or hard to reach areas.
- Technical capacity building provided by funding partner to project implementers.
- Repetitive supportive supervision from RIT: EWNHS.

Were there any unexpected impacts (positive or negative)?

Lessons Learned

Describe any lessons learned during the design and implementation of the project, as well as any related to organizational development and capacity building. Consider lessons that would inform projects designed or implemented by your organization or others, as well as lessons that might be considered by the global conservation community.

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

During design of the project GPRDO has closely worked with the following key actors that contributed to the success of the project in design and in its later stages.

- Project beneficiaries participated in identifying the project impacts that can be used to raise public awareness.
- MELCA Ethiopia and concerned local government offices provided their inputs that shaped the project design process.
- EWNHS provided comments and technical support.

Project Implementation: (aspects of the project execution that contributed to its success/shortcomings)

The aspects of the project during its implementation that contributed to its success are the following:

- Continuous communication and friendship with film maker or photographer prior to his field tasks made things for better during project implementation.
- Commitment of the film maker showed by working in uncomfortable condition during rainy periods and whole day.
- Involvement of Government Affairs Communication (Federal) by providing legal permission to film maker.
- Participation of project beneficiaries by displaying the products/assets they obtained over the previous project interventions.
- Involvement of government staff and project beneficiaries in sharing the conservation outcomes in Sheka Forest due CEPF funded projects.

- Prior consultation with local stakeholders (MELCA Ethiopia, concerned government offices, project beneficiaries and community representatives) has helped the film maker to easily capture what was needed to produce communication materials.

Other lessons learned relevant to conservation community:

The produced materials have increased the initiation of local stakeholders to involve in the conservation of Sheka Forest. Especially, they found that presenting back to them the photographic pictures and movies captured as important visualization platform that has a potential of raising their awareness on the project impacts and key features of Sheka Forest. The materials served them as an aid to clearly understand their conservation efforts.

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*** *Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF project.)*
- C*** *Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*

Sustainability/Replicability

Summarize the success or challenge in achieving planned sustainability or replicability of project components or results.

The stored ready made materials can be easily utilized at any time to raise public awareness. Tamirat Haile, Yeki Woreda Environment, Forest and Climate Change Office, says: “The produced materials are alive. We definitely want to keep and use them as a powerful means of communicating and educating about the importance of forest degradation and possible ways to reverse this into the future.”

Summarize any unplanned sustainability or replicability achieved.

Safeguard Policy Assessment

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

The produced materials clearly showed what interventions needed to safeguard Sheka Forest KBA. For instance, by presenting a photo of dozer captured in the forest in comparison with a photo of spices promoted by the project, the participants during reflection meeting paid more attention in their discussion to what kind of investment required in the Sheka Forest.

Additional Comments/Recommendations

Information Sharing and CEPF Policy

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned, and results. Final project completion reports are made available on our Web site, www.cepf.net, and publicized in our newsletter and other communications.

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*****please complete the tables on the following pages*****

Performance Tracking Report Addendum

Project Results	Is this question relevant?	If yes, provide your numerical response for results achieved for project from inception of CEPF support to date	Describe the principal results achieved during project period (Attach annexes if necessary)
1. Did your project strengthen management of a protected area guided by a sustainable management plan? Please indicate number of hectares improved.			
2. How many hectares of new and/or expanded protected areas did your project help establish through a legal declaration or community agreement?			
3. Did your project strengthen biodiversity conservation and/or natural resources management inside a key biodiversity area identified in the CEPF ecosystem profile? If so, please indicate how many hectares.			
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.			
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.			

If you answered yes to question 5, please complete the following table.

