

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: International Center for Journalists

Project Title: Building Awareness of the Vilcabamba-Amboró Corridor in Peru and Bolivia

Implementation Partners for this Project: Conservation International

Project Dates: 30 November 2001 to 31 December 2004

Date of Report: February 2005

II. OPENING REMARKS

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

This was designed as a two-year program with journalism workshops, prizes and assistance to associations for environmental journalists in Peru and Bolivia. Short-term results were good, with strong participation in the Biodiversity Reporting Award contests indicating interest in the corridor and conservation issues. The planned association-building proved more difficult. We extended the project an additional year to provide aid and advice to the associations, with mixed results.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: This project was intended to boost public understanding of the value of the Corridor's biodiversity and development options that could preserve or damage it. It was designed to reach rural and indigenous populations through radio while touching urban populations through print, radio and television. It explored threats from logging, mining, road building, settlement, agriculture and oil development. And it spread information about ventures—such as ecotourism, low-impact agriculture and harvesting of non-timber forest products—that could provide income to rural people while conserving the forests and grasslands in which they live.

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	
Indicator 1.1 At least 40 stories on conservation issues in the first year.	Journalists submitted 77 entries in the Biodiversity Reporting Award (BDRA) contests in 2002.
Indicator 1.2 At least 50 conservation stories in the second year.	85 entries were received by the BDRA contests in 2003.
Indicator 1.3 At least 20 entries per year in Biodiversity Reporting Award competitions in each country.	Bolivia: 30 in 2002 and 47 in 2003; in Peru the totals were 47 and 38.
Indicator 1.4 Quality 1/Stories include colorful detail on people, animals, plants and habitat.	Quality varied widely.
Indicator 1.5 Quality 2/Stories draw on multiple sources of information.	Sourcing varied widely.
Indicator 1.6 Quality 3/Stories make scientific and technical issues comprehensible to the average person.	Clarity and accessibility were generally good.

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

The workshops and Biodiversity Reporting Awards generated enough interest to exceed the project's goals for numbers of stories done on conservation topics. Several participants in our workshops did well in the contests, which suggests the training helped build their interest and/or skills. The quality of the best stories submitted to the contests showed some improvement, though the quality varied widely across all entries.

Were there any unexpected impacts (positive or negative)?

Nothing significant.

IV. PROJECT OUTPUTS

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

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1: 2002 Workshop at Chalalan Lodge, near Rurrenabaque, Bolivia, for radio, television and print journalists from Bolivia and Peru.	Done April 6-10, 2002
Indicator 1.1 Involvement of 15 journalists from Bolivia.	13 Bolivians participated, four others cancelled late
Indicator 1.2 Involvement of 5 journalists from Peru.	Done
Indicator 1.3 Instructors include at least one veteran environmental reporter, conservationists from the region and local leaders or government officials.	Done. Instructors included Jim Woolf, environmental reporter for the Salt Lake Tribune; Victor Hugo and Carlos Espinosa of CI-Bolivia; Diego Negrete Arce, president of the Rurrenabaque Municipal Council; Oscar Loayza, director of the Madidi National Park; Guido Mamani, director of Chalalán Lodge; and others.
Indicator 1.4 Participants learn about the rich biodiversity of the area and have a first-hand experience with wildlife and nature, guided by local experts.	Participants made 3 day-hikes in the forest led by local guides from the village of San José and a nighttime frog hunt led by biologist Sharon Emerson.
Indicator 1.5 Journalists visit local communities or meet local leaders.	Four managers and guides from the village of San José de Uchupiamonas held a news conference on their management of the Chalalán Lodge. Other villagers put on a musical performance there.
Indicator 1.6 Reporters prepare stories on the Corridor's development options, biodiversity and threats to its conservation.	Some participants prepared stories on-site, which they read and discussed with guidance by CI's Haroldo Castro (video) and Jim Woolf (print).
Output 2: 2002 Workshop at Infierno Lodge, near Puerto Maldonado, Peru, for radio, television and print journalists from Peru and Bolivia.	The workshop took place Nov. 27 to December 1 at Infierno Lodge and Puerto Maldonado, Peru
Indicator 2.1 Involvement of 15 journalists from Peru.	14 Peruvian journalists attended
Indicator 2.2 Involvement of 5 journalists from Bolivia.	4 Bolivian journalists attended
Indicator 2.3 Instructors include at least one veteran environmental reporter, conservationists from the region and local leaders.	Corinne Schmidt, a veteran journalist who married a Peruvian, led the group, with contributions from CI officials and Ese-eja leaders.
Indicator 2.4 Participants learn about the rich biodiversity of the area and have a first-hand experience with wildlife and nature, guided by local experts.	Done. We had two guided tours for wildlife and medicinal plants.
Indicator 2.5 Journalists visit local communities or meet local officials.	Our group visited the Ese-eja village of Infierno.

Indicator 2.6 Reporters prepare stories on the Corridor's development options, biodiversity and threats to its conservation.	Done.
Output 3: Establishment of new Biodiversity Reporting Award for Peru, including a Special Award on the Vilcabamba-Amboro Corridor.	The BDRA awards were given in Peru starting in 2002. The corridor special award was awarded in 2003.
Indicator 3.1 At least 20 entries per year from Peru.	Done.
Indicator 3.2 Three annual prizes for Peru: first prize, a trip to an international conference of environmental journalists; second and third prizes are cash awards and training materials.	Done.
Indicator 3.3 Two annual Corridor Special Awards, with cash prizes, including at least one for radio and one for printed media.	Done for 2003 only.
Indicator 3.4 Peru's Biodiversity Reporting Awards judged by an international panel of journalists.	Done.
Output 4: Build Environmental Journalism Associations in Bolivia and Peru to sustain capacity and interest among editors and reporters to report on biodiversity, conservation and other environmental issues.	These associations formed after our second workshop in Peru.
Indicator 4.1 Workshop participants organize and bolster the activities of environmental reporting groups.	Done in Peru. In Bolivia, the group has not yet done anything constructive.
Indicator 4.2 Each association retains a part-time employee.	Not done, as both associations preferred to use money for events.
Indicator 4.3 Associations hold meetings and other activities that may include training workshops and local awards.	The Peruvian association held a training workshop for radio reporters in the central Peruvian jungle and sent members to a seminar in the Amazon sponsored by the Konrad Adenauer Foundation.
Indicator 4.4 The groups begin fund-raising to become self-sufficient.	Neither association has reached this level
Indicator 4.5 The associations take over administration of the Biodiversity Reporting Award in their countries.	Neither association has taken over the award judging.
Indicator 4.6 The associations recruit radio reporters from the interior and promote environmental journalism with editors.	Peru's association has had some success with attracting radio journalists. Bolivia has not.
Output 5: A Latin American listserv on Biodiversity Reporting.	Some members of both groups joined an existing listserv for environmental journalists from Latin America and the Caribbean.
Indicator 5.1 Establishment of the listserv by ICFJ or expansion of existing listserv for Latin American environmental journalists.	See above.
Indicator 5.2 Part-time employees of the Peruvian and Bolivian environmental journalism associations manage or post notices on the listserv.	No employees and little use of the listserv by either association.
Indicator 5.3 Associations post stories from the region and links to other environmental journalism groups in Latin America and beyond.	Not done. Web site planned by Peru's association.
Indicator 5.4 Members exchange comments on stories, sources, opinions and other material on environmental reporting.	Not done. Web site planned in Peru.
Indicator 5.5 Associations post information on coming events.	Not done. Web site planned in Peru.

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

The primary tasks in the project were two training workshops for journalists in the Peruvian and Bolivian Amazon. Both took place in 2002 and rated well with journalists, whose anonymous evaluations of the overall program averaged 4.4 in Bolivia and 4.6 in Peru on a scale of one to five (five being highest score possible). Participants said the training helped them improve their coverage. Of the ten winners of Biodiversity Reporting Awards in Peru since 2002, six were participants in the workshops. The

number of entries in the annual Biodiversity Reporting Awards exceeded our expectations. The quality of the better articles improved over the period of the project, though overall quality varied widely, not only in writing style, but also in using more than one source. The combination of the training and the awards helped to generate interest among journalists in environmental coverage.

The special corridor award for radio reporting was awarded only in 2003. Citing lack of funding, our partners in the Conservation International offices in Peru and Bolivia were unable to make the second award.

The project's efforts to help found environmental reporting associations in Peru and Bolivia have produced mixed results in Peru and no progress in Bolivia. Bolivia's political and economic turmoil has been reflected by its journalism job market. Several of the participants in our workshops have had to jump from job to job within journalism or leave the field in search of other work. Political and economic strife dominates the Bolivian news, and environmental coverage has sagged. Partly as a result, the Bolivian association has so far failed to organize activities, and despite good intentions, appears dormant.

The Peruvian Association of Environmental Journalists (APPEA is the Spanish acronym) developed a formal constitution and began conducting some activities. In August, 2004, Nelly Rojas Vargas, one of its officers and an editor on the government's national radio network, conducted a radio reporting workshop for 11 rural radio reporters in San Ramón, in the jungles of central Peru. In December, the association sent a delegation of journalists to a workshop in the Amazon region sponsored by the Konrad Adenauer Foundation. The APPEA has plans for a meeting with NGOs, government officials and journalists in Lima, and for establishing a web site, but it is unclear whether its leaders have the ability and time to follow through on such plans.

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

In the short term, journalism training and awards appear to have stimulated more and better coverage of environmental issues. The longer-term impact is less certain in light of the uneven results of efforts to get environmental reporting associations functioning. Such associations can sustain reporters' interest in the subject and facilitate professional development and sharing of information. Chances are that this may continue in Peru, but probably not in Bolivia. Associations opted to use an existing listserv, rather than launching their own, and to use money for meetings and workshops instead of part-time employees. Both decisions made sense for small groups trying to launch new programs. The larger number of persons on the Latin-wide listserv provides greater critical mass needed to sustain interest. But lacking their own communication webs reduced Peruvians' and Bolivians' personal involvement.

V. SAFEGUARD POLICY ASSESSMENTS
--

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

The project had no significant effect on land, air and water and did nothing to promote the involuntary resettlement of indigenous peoples.

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.

Enthusiasm and high ratings for our workshops suggests that many journalists in these countries are hungry for training on how to cover conservation issues. Training and prizes appear to stimulate interest and augment skills among the better journalists and some young journalists for covering conservation issues. Forging associations of journalists to institutionalize training and professional development proved difficult. Making an association self-sustaining is hard, slow work, and the outcome in both countries remains uncertain. Yet we think it has been worth the effort, especially in the wake of a training program. Fairly small amounts of money sustained interest and networking among some journalists long after the training workshops were over.

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

Conservation International designed the workshops with local insight that paid off. ICFJ was able to identify skilled workshop trainers. Planning for the associations underestimated the difficulty of getting them going, a factor that has been demonstrated in other lands. Jim Detjen, founding president of the Society of Environmental Journalists (U.S.) and of the International Federation of Environmental Journalists, says that he has helped establish several new associations and that most of them did not last long. The key requirement for longer-term success appears to be strong local leadership, which is tough for the project to arrange or impose.

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

We are grateful to Haroldo Castro and the Peruvian and Bolivian offices of Conservation International for logistical help arranging the workshops, which went very smoothly. CI handled most aspects of the reporting awards with skill, though unidentified problems caused the corridor radio prize to be awarded only one year instead of two. Jim Woolf and Corinne Schmidt, ICFJ's Spanish-speaking environmental journalism trainers, were well received by the Peruvian and Bolivian reporters and editors. The associations received money and encouragement from ICFJ, but at the end of the project both had unfulfilled plans and unexpended funds.

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.

We expect that the Biodiversity Reporting Award Contests will continue in Peru and Bolivia and that one or both of the associations will conduct additional activities for the professional development of environmental journalists. If they become more active, ICFJ stands ready to help them seek new funding.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS
--

VIII. INFORMATION SHARING

CEPF aims to increase sharing of experiences, lessons learned and results among our grant recipients and the wider conservation and donor communities. One way we do this is by making the text of final project completion reports available on our Web site, www.cepf.net, and by marketing these reports in our newsletter and other communications. Please indicate whether you would agree to publicly sharing your final project report with others in this way.

Yes _____

No _____

For more information about this project, please contact:

Rob Taylor
 c/o International Center for Journalists
 1616 H St., NW, Third Floor
 Washington, DC 20006
 Tel: (202) 737-3700
 Fax: 9202) 737-0530
 E-mail: rtaylor@icfj.org