

CEPF SMALL GRANT FINAL PROJECT COMPLETION REPORT

Organization Legal Name:	Wildlife Conservation Society (WCS)
Project Title:	'Touchwood' – Raising global awareness of the value of Tanzania's southern KBAs
Date of Report:	25th April 2018 – finalized 19 September 2018
Report Author and Contact Information	Dr. Tim R.B. Davenport (tdavenport@wcs.org)

CEPF Region: Eastern Afromontane Hotspot

Strategic Direction: 1. Mainstream biodiversity into wider development policies, plans and projects to deliver the co-benefits of biodiversity conservation, improved local livelihoods and economic development

Grant Amount: \$19,888

Project Dates: 1 March 2017 – 31 March 2018

Implementation Partners for this Project

(please explain the level of involvement for each partner):

While there were no official implementation partners for the Touchwood project, communities were involved as part of the research and conservation processes in collaboration with SHCP's extensive environmental education and community conservation work across the project area. Distribution of the Touchwood biodiversity awareness and education materials is broad and ongoing. WCS's New York media team is assisting with international distribution to relevant media outlets and events, conservation partners and donors. WCS Tanzania continues to distribute the materials at community level, with local authorities, conservation partners, tourism sector, decision makers, government, national level, donors and media.

Conservation Impacts

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

The primary aim of the Touchwood project is to raise awareness of the value of Tanzania's southern KBAs, both globally and locally and in so doing encourage support for conservation of the Eastern Afromontane Hotspot. The project has created a variety of awareness and educational materials, drawing on WCS's extensive biodiversity research and conservation work across Tanzania's Southern Highlands, including the 5 priority KBAs (Njombe Forests, Livingstone Mountains Forests, Mount Rungwe, Kitulo Plateau and Mbeya Range). The array of materials created showcase southwestern Tanzania's unique natural heritage and the threats it faces, outline its importance to local and global audiences and provide science-based evidence to justify and encourage its conservation. Distribution of these materials both in print and digital forms, is contributing to the implementation of the CEPF's ecosystem profile by encouraging government, donors, and partners to include biodiversity conservation in their plans, supporting Strategic Direction 1 'to mainstream biodiversity into wider development policies, plans, and projects to deliver the co-benefits of biodiversity conservation, improved local livelihoods, and economic development.'

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

The work outlined in the proposal to ‘Develop a ‘package’ of high quality communication materials that showcase the beauty, uniqueness and importance of the Eastern Afromontane Biodiversity Hotspot in Tanzania’ was achieved, along with ‘Adapting the above communication materials for community conservation in the KBAs - translating in Swahili and optimizing for use in schools, environment clubs and other local forums.’

The content of the materials created reflected the statements in the proposal and covered the Njombe Forests, Livingstone Mountains Forests, Mount Rungwe, Kitulo Plateau and Mbeya Range KBAs. Despite not being one of the specified 5 KBAs, Mporoto Ridge is also included, given its biodiversity importance and WCS’s work there. WCS continues to support its inclusion into the formerly contiguous Mt Rungwe Nature Reserve. The Touchwood book covers the biogeography of the landscape and its key species, the socio-economic importance of the area and also outlines conservation successes, activities and challenges. These topics are illustrated with numerous previously unpublished photos, original illustrations and infographics

Furthermore, the book includes for the first time full species lists for the Mt Rungwe-Kitulo-Mporoto landscape (3 KBAs), for all vertebrates (mammals, birds, reptiles, amphibians, fish), as well as butterflies and hawkmoths. It also includes complete plant species lists for the 5 priority KBAs plus Mporoto. These data are the product of over a decade’s work by WCS and have not previously been published.

The following materials were created and printed;

	ITEM	LANGUAGE	FORMAT	QUANTITY
1.1	Biodiversity of Tanzania’s Southern Highlands	ENGLISH	A3 poster on paper	20
1.2	Biodiversity of Tanzania’s Southern Highlands	KISWAHILI	A3 poster on paper	80
1.3	Biodiversity of Tanzania’s Southern Highlands	KISWAHILI	A2 poster on polysatin	10
1.4	Biodiversity of Tanzania’s Southern Highlands	KISWAHILI	A1 poster on polysatin	10
1.5	Biodiversity of Tanzania’s Southern Highlands	KISWAHILI	Standup banner	2
2.1	Explanation of ecosystem services	ENGLISH	A3 poster on paper	20
2.2	Explanation of ecosystem services	KISWAHILI	A3 poster on paper	80
2.3	Explanation of ecosystem services	KISWAHILI	A2 poster on polysatin	10
2.4	Explanation of ecosystem services	KISWAHILI	A1 poster on polysatin	10
2.5	Explanation of ecosystem services	KISWAHILI	Standup banner	2
3.1	Explanation of ecosystem threats and impacts	ENGLISH	A3 poster on paper	20
3.2	Explanation of ecosystem threats and impacts	KISWAHILI	A3 poster on paper	80
3.3	Explanation of ecosystem threats and impacts	KISWAHILI	A2 poster on polysatin	10
3.4	Explanation of ecosystem threats and impacts	KISWAHILI	A1 poster on polysatin	10
3.5	Explanation of ecosystem threats and impacts	KISWAHILI	Standup banner	2
4.1	Roles of different species in ecosystem	ENGLISH	A3 poster on paper	20
4.2	Roles of different species in ecosystem	KISWAHILI	A3 poster on paper	80
4.3	Roles of different species in ecosystem	KISWAHILI	A2 poster on polysatin	10
4.4	Roles of different species in ecosystem	KISWAHILI	A1 poster on polysatin	10
5.1	The value of trees and forests	KISWAHILI	A2 poster on polysatin	10
5.2	The value of trees and forests	KISWAHILI	Standup banner	2
6	Biodiversity awareness stickers x 6 designs	KISWAHILI	12cm circular stickers	500 tot.

7	Biodiversity awareness postcards x 8 designs	ENGLISH	A6 image front, text back	400 tot.
8	Touchwood book	ENGLISH	60 page, A4 landscape	1,000 tot.

Notes on formats and materials – based on WCS previous experience

- *Paper posters are for conservation partners, donors, government, policy makers. They have a matt lamination to make them UV proof and are as durable as possible at low cost.*
- *Polysatin is a tough banner material, water proof, UV proof and crease proof hence ideal for educational materials to be used in community settings with maximum longevity. A selection of different sizes was printed to be used in different educational contexts and locations.*
- *Standup banners are popular with our education teams given they are easy to display anywhere and are durable. They are expensive per unit so only 2 of each were printed, but they will be retained by WCS and are being used very regularly.*
- *Stickers are very popular with schools and communities and often placed in public places for high audience impact.*
- *Postcards are an effective way of generating awareness among an international audience, given they are often shared and distributed widely (and sometimes framed).*

All materials were also produced in pdf format for sharing with conservation partners and any other audiences.

Content was developed following desk research into the WCS's 15+ years' work across the area – including biodiversity surveys, socio-economic studies, personal photo archives, species discoveries as well as consultation with SHCP's community conservation and education teams. A key focus of the educational materials was the importance of biodiversity conservation and ecosystem health to human lives and livelihoods. The more internationally targeted materials create a broader portrait of the landscape and issues as outlined above.

The precise breakdown of educational materials created diverged slightly from those suggested in the proposal. This followed content research and consultation with the SHCP education team regarding key conservation messages, and the most effective and practical ways of presenting them to communities.

The following features about the project have been posted on WCS social media thus far, with media coverage ongoing.

KEY BIODIVERSITY AREAS – explaining KBAs and featuring Touchwood educational materials
<https://www.facebook.com/wcstanzania/photos/a.427288744100360/1060550154107546/?type=3&theater>

BIODIVERSITY HOTSPOT CONSERVATION – explaining the Eastern Afromontane Hotspot and featuring Touchwood educational posters
<https://www.facebook.com/wcstanzania/photos/a.427288744100360/1020549631440932/?type=3&theater>

ENVIRONMENTAL EDUCATION AND ECOSYSTEM SERVICES – explaining the concept and featuring Touchwood educational posters
<https://www.facebook.com/wcstanzania/photos/a.427288744100360/1002441339918428/?type=3&theater>

WORLD ENVIRONMENT DAY IN RUNGWE – featuring Touchwood educational materials and WCS biodiversity conservation across the Southern Highlands
[https://www.facebook.com/wcstanzania/posts/993643097464919?__xts__\[0\]=68.ARCswT2zyCQNmnHYzGMDqX7uBpljwDZ47DcELHCooDuuCrL0YB5BMPsKzi-RjQnKeV3jmo9hkQ1p9zZRqUXJI2V6lc06bUvEUntHbHSbBNoSwJL1e4PgCOZ8hk9UAQuvWUZCnwsVQftc38ELCMTXAHbZVPFnnL7bMleeKmJWwxkQj4br8AQf&__tn__=-R](https://www.facebook.com/wcstanzania/posts/993643097464919?__xts__[0]=68.ARCswT2zyCQNmnHYzGMDqX7uBpljwDZ47DcELHCooDuuCrL0YB5BMPsKzi-RjQnKeV3jmo9hkQ1p9zZRqUXJI2V6lc06bUvEUntHbHSbBNoSwJL1e4PgCOZ8hk9UAQuvWUZCnwsVQftc38ELCMTXAHbZVPFnnL7bMleeKmJWwxkQj4br8AQf&__tn__=-R)

FABULOUS FROGS – featuring Touchwood educational materials and biodiversity
<https://www.facebook.com/wcstanzania/photos/a.427288744100360/969827486513147/?type=3&theater>

Each post has reached over 1,000 people to date on facebook and prompted enthusiastic responses, shares and requests for the project materials from various environmental education programs and individuals. They have linked to CEPF facebook pages and website and also been shared on WCS Tanzania’s twitter feed.

The educational posters have been featured on WCS’s international blog:
<https://blog.wcs.org/photo/2018/07/30/valuing-biodiversity-wcs-tanzania-africa-education/>

In terms of achieving the longer-terms impacts stated in the proposal to;

- 1. Raise global awareness of the value of biodiversity / conservation by profiling the ecology, biology, livelihoods and environmental challenges / threats within 5 of Southern Tanzania’s KBAs**
- 2. Inspire interest, education, funding and effective conservation of the Afromontane Biodiversity Hotspot and similar areas within Tanzania and across the globe**
- 3. Inspire more sustainable natural resource management and improved livelihoods through increased interest and investment in the area**

The durable nature of the print materials, the unique nature of the content (including unpublished data and images) and the unlimited nature of digital materials, means that Touchwood is set to meet these long-term goals without any problem.

To achieve impacts 2 and 3, WCS’s Southern Highlands Conservation Program is using and distributing Touchwood Kiswahili materials through its education and community conservation work across the landscape (see photos below). This currently covers 42 primary schools and 19 secondary schools, environmental committees in 40 villages and 20 beekeeping groups, located in Mbeya Urban, Mbeya Rural, Tukuyu, Makete, Njombe, Mbozi and Ileje Districts. This audience comprises at least 10,500 primary school pupils and 15,200 secondary school students who participate in environmental clubs and broader school activities, plus 1,000 village environmental committee members and 10,000 beekeeping group members. The Touchwood conservation education materials are also being used in broader community events such as village assemblies potentially reaching around another 200,000 villagers. Some Kiswahili hard copies have also been shared with local government and organisations including Tanzania Forestry Services (TFS), Mount Rungwe Nature Reserve management, district and regional administrations, departments of education, agriculture, land planning, etc.

Some English Touchwood materials are being distributed within these contexts – including secondary schools and village government, but the main focus of distribution for the hard copies of these will be with conservation partners and donors at the national and international level – including the Ministry of Natural Resources and Tourism and the Ministry of Environment, Tanzania Forestry Services (TFS), TAWIRI, TANAPA, TAFIRI, TAWA, WD, UDSM, SUA, as well as USAID, USFWS, the EU, Conservation Foundations and others.

Distribution of the English digital materials has begun with WCS Tanzania and WCS’s large conservation network, including working with the WCS Media Department in New York. Ongoing distribution and participation data will be shared with CEPF.





Please provide the following information where relevant:

Hectares Protected: N/A

Species Conserved: N/A

Corridors Created: N/A

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

The main challenge encountered during Touchwood was continual pressure on the project participants (Tim Davenport & Sarah Marques) from day-to-day realities of conservation work in Tanzania. This meant that allocating time for research and content production within the initial project timeline proved extremely challenging. Distribution of the materials created was therefore delayed, but this will be continued indefinitely beyond the project's official completion date for maximum impact. Despite this, the Touchwood project has succeeded in creating a unique body of work which will achieve all project objectives over the long term.

As mentioned in the results section above, the delay in distribution means it is impossible to quantify long-term impact as yet, although initial response to the materials has been very positive and shows considerable potential for a lasting and profound impact.

The materials created cover all the topics in point 1; they are already generating interest and will further the impact of SHCP's long running environmental education program across Tanzania's Southern Highlands, as per impact 2 and 3. We are confident that as they are made accessible to audiences in Tanzania and beyond, the Touchwood materials will further contribute to raising awareness and funding for conservation for a long time to come.

Were there any unexpected impacts (positive or negative)? N/A

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:

The project design was over-ambitious regarding the extent of deliverables relative to the time allocated to create them. All aspects of the work took longer than allocated, from content research to image sourcing, editing, translation, graphic design, illustration and print management. While WCS was able to allocate more time and resources to fulfil the project's aims and outputs (and will continue to do so), this was not ideal. WCS contribution to the project was significantly greater in time and funds than had been anticipated.

Project Implementation:

The over-ambitious workload described above resulted in 'monitoring reach' not being achieved within the project timeframe. However, given that the materials produced will have longevity in print and in digital form, their impact will continue indefinitely, and reach will be monitored by WCS throughout their usage.

Other lessons learned relevant to conservation community: N/A

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
USAID	A	\$9,700	
WCS Tanzania	A	\$5,875	In reality in terms of time spent this was significantly higher.

****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 project succeeded in producing an array of highly professional communication materials, researched and designed to convey the uniqueness, value and conservation importance of these KBAs, and as a way of showcasing the Eastern Afromontane Hotspot as a whole. The materials comprise a selection of formats and content styles to optimize their effectiveness for different target groups – from donor and policy maker to community and local school level. The printed outputs were produced with long-lasting materials, maximising longevity of usage and ensuring high audience numbers in all the contexts they are used. Budget allowing, all materials could be reprinted to increase reach in the future, as well as translated into other languages. The digital versions can be used indefinitely with no limits on their distribution locally and internationally. It is anticipated that all the Touchwood components will have a long-lasting and profound impact in raising awareness and support for effective conservation of the Eastern Afromontane Hotspot for generations to come.

Summarize any unplanned sustainability or replicability achieved. N/A

Safeguard Policy Assessment

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

Given the nature of work within this project, no activities had an inverse impact on the environment or local communities.

Additional Comments/Recommendations

N/A

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.

Please include your full contact details below:

Name: Dr. Tim R.B. Davenport
Organization name: Wildlife Conservation Society (WCS)
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Tel: +255 (0)754 433436
E-mail: tdavenport@wcs.org

*****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.	N/A		Please also include name of the protected area(s). If more than one, please include the number of hectares strengthened for each one.
2. How many hectares of new and/or expanded protected areas did your project help establish through a legal declaration or community agreement?	N/A		Please also include name of the protected area. If more than one, please include the number of hectares strengthened for each one.
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.	N/A		
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.	N/A		
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.	N/A		