

FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Name: Conservation International – International Communications

Project Title: Hope in Daraina

Date of Report: October 2003

II. OPENING REMARKS

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

The success of the documentary film “*In Search of Daraina’s Gold*” (“*A la Recherche de l’Or de Daraina*” in French and “*Aia Ma Nao Ry Volamena Velon’I Daraina?*” in Malagasy) was the result of a strategic partnership between CI’s International Communications Department and Madagascar’s environmental organization FANAMBY. The Ministry of Environment, Water and Forests was also instrumental in the effort.

The project was initially conceived in November 2001 when CI President Russell Mittermeier, Nina Marshall of the Critical Ecosystem Partnership Fund (CEPF) and Haroldo Castro visited the Daraina region. Although Daraina abounds in unique and rare species, it is also under pressure by deforestation and gold mining. The area had no protected status and the need for an awareness campaign on a local and a national level was critical.

The idea of producing a short film in French and Malagasy won the valuable support of CEPF. By focusing on the plight of the golden crowned sifaka, one of the world’s rarest lemurs which only lives in the region and is completely vulnerable, the film aimed to build support for creating a protected area.

Following CI’s commitment to make films for and about the Malagasy people, CI’s International Communications Department decided it was important that the film first be launched in Daraina where it was shot. The video was shown there August 5th, 2003. It was the first time the community had seen a film about themselves, and the event drew about 1,000 villagers and genuinely helped raise awareness about the community itself. The community’s participation and enthusiasm led to the event running a full 10 hours.

On August 7th, the film was launched in the capital of Antananarivo at the Alliance Française, a respected cultural center. The event was a high profile success, drawing about 150 people and several high-level government officials. The Minister of Environment, Water and Forests, Sylvain Rabotoarison, used the opportunity to declare Daraina a conservation site.

By negotiating with all of the country’s broadcasters the documentary and the issue got vast amounts of media exposure. Over the course of just a few days, “*In Search of Daraina’s Gold*” generated some 25 news stories on all seven of the country’s television

stations. MBS, one of the biggest broadcasters, which also provided some of the documentary's footage, aired a 30-minute special program about the film on the night of the launch, which included a panel with the Minister and Haroldo Castro. The other stations followed, running the film in French and Malagasy. The print media also dedicated valuable space to Daraina and its issues, with the country's five dailies publishing 11 stories.

In September, the film was shown at the World Park's Congress, where the work of the Ministry and FANAMBY was also highlighted. At the Congress, Madagascar President Marc Ravalomanana announced the country's intention to triple the size of its protected areas, including the site around Daraina.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose:

The launching of the Daraina video will captivate the attention of stakeholders (government, NGOs, civil society and private sector) to support the creation of a protected area in Daraina.

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	
1. Video launch event is held in Madagascar and attended by appropriate stakeholders (government, NGOs, private sector, and media). Video launch	Event held in Madagascar August, 2003. Minister declares Daraina a "conservation site".
2. Media publicize Daraina and its biodiversity.	25 news stories on all seven of the country's television stations. The country's five print newspapers published 11 stories.
3. Stakeholders at the local level understand biodiversity value of Daraina region.	Community members and leaders express their support for and pride in the golden crowned sifaka, as an example of the biodiversity value of Daraina.
4. Stakeholders understand biodiversity value of Daraina region	The national launching event brought stakeholders and decision-makers together for an even that sparked a national conversation about the importance of Daraina. The President's declaration is a concrete outcome of this understanding.

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

For a relatively small investment, "In Search of Daraina's Gold" generated some concrete and significant results:

- It helped put Daraina on the national agenda and was one of the key forces leading to the creation of a conservation site to protect the area.
- It helped put the community of Daraina on the map, through media exposure and the launching event. As a result, the once isolated and historically marginalized region is starting to receive increased government support.

- The film earned hours of airtime and hundreds of column inches in the nation's leading media, helping convince the Malagasy public and the international community about the importance of Daraina and the need to preserve it.

Were there any unexpected impacts (positive or negative)?

There were several positive impacts for the partner organizations in the project:

- The film and the launching event provided the perfect opportunity to Minister Rabotoarison to declare Daraina a “conservation site.”
- The film helped raise the status of the local environmental organization FANAMBY. It now operates at the same standard of an international NGO and has become a more effective and powerful organization.
- The film helped the Ministry of Environment, Water and Forests to be perceived as an effective, active and dynamic ministry.
- Finally, it has helped solidify CI's partnership with the country's leading environmental NGO and the government, giving us access to high-level government officials and guaranteeing rich and productive collaborative efforts in the future.

IV. PROJECT OUTPUTS

Project Outputs:

Output 1: Master video on Daraina produced in French

Output 2: Translation of master video produced in English

Output 3: Translation of master video produced in Malagasy.

Output 4: Launching event held for distribution of all three versions of the video.

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1:	
1. Footage selected and logged as “best shots”.	Footage Logged, May 2003
2. Script developed, narrated, and edited in French	Finalized in July 2003
3. Final production (cover, music, design and stock tapes) completed.	Final Production ready for launch in July 2003
4. Videos distributed to stakeholders (media outlets, private sector, Government officials, NGOs).	Completed at Launch event in first week August 2003
Output 2:	
1. Original script developed in English.	English script and video were completed in August, 2003
2. Video images adapted, translated, and narrated to fit English audio.	Images adapted and narrated in August 2003
3. Final production completed in English.	Completed at the end of August 2003
4. Distribution to appropriate English-	Distributed in September, 2003 to FANAMBY for

speaking audiences.	use in ecotourism settings, as well as at the World Parks Congress. FANAMBY also has a Betacam Master tape and video covers for making additional copies as needed.
Output 3:	
1. Original script sent to Madagascar for translation into Malagasy.	Script translated and approved in May 2003
2. Script sent to Madagascar for narration audio recording.	Recorded narration completed June 2003
3. Video images adapted to translated version.	Additional images obtained, May 2003. Edited July 2003
4. Final production completed in Malagasy.	Final Production completed in July 2003
5. Distribution to appropriate Malagasy-speaking audiences.	Completed at Launch event in first week August 2003
Output 4:	
1. Invitation list created to ensure participation of appropriate stakeholders.	Completed July 2003
2. Event organized within proper venue and during an appropriate date and time	Completed at Launch event in first week August 2003
3. Event supported with media materials and with a meaningful program of speakers and content.	Completed at Launch event in first week August 2003

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

The project delivery met all proposed outputs. An important conservation outcome was realized as the Minister announced during the launching event in Antananarivo that Daraina was a “conservation site”. Besides that, President Ravalomanana announced at the World Parks Congress the tripling in size of its protected areas, including the site around Daraina.

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

All outputs were eventually realized.

V. SAFEGUARD POLICY ASSESSMENTS

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

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.

The project team learned the value of working in partnership and being flexible with current events. The partnership with Fanamby, a local NGO, and the Malagasy government, made the project more successful because of the buy-in that was achieved in being inclusive. Additionally, when current events delayed the project, the enthusiasm and commitment of Fanamby ensured that the project resumed as soon as it became possible. The partnership created a good deal of momentum and strength.

For future projects, our experience would indicate that effective partnerships are key to sound projects.

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

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

VII. ADDITIONAL COMMENTS AND RECOMMENDATIONS
