

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: East Africa Natural History Society

Project Title (as stated in the grant agreement): *Documenting the Hotspot-Four Thematic Issues of the Journal of East African Natural History*

Implementation Partners for this Project: Nature Kenya

Project Dates (as stated in the grant agreement): January 1, 2005 – June 30, 2009

Date of Report (month/year): September 2009

II. OPENING REMARKS

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

The Journal of East African Natural History (JEANH) is Africa's oldest continuously published, peer-reviewed scientific publication. The first issue was published in 1910 as "The Journal of the East Africa and Uganda Natural History Society". It has gone through several name changes since its inception. Between 1910 and 1970 it was published as issues containing several articles. From 1970 until 1993 it was published as single, occasional papers which appeared if and when they became available. This was obviously not very attractive to subscribers and the journal struggled to survive. Furthermore, during the late eighties it was "competing" with "Utafiti", a newly started scientific publication by the National Museums of Kenya (NMK), for the scarce resources that were available for this sort of activities in Africa. In the early nineties a group of people, working at NMK but also involved in the East Africa Natural History Society, sought to rationalise this situation. Both publications were amalgamated into one, named "The Journal of East African Natural History", and the idea was to publish two issues a year, each with several articles. The first issue was to appear in early 1994 but only made it to press in June 1995. The second issue of 1995 only went to press in October 2007. Clearly this wasn't working. To catch up on time, the number of issues was reduced to one per year. Finally in 2004, we managed, for the first time, to publish an issue in the year it was supposed to appear, but only just so as it went to press in November 2004. The CEPF initiative, therefore, came at just the right moment. It forced us to rethink our publishing strategy and gave us the financial leeway to get our house in order. The editorial committee got extremely excited when CEPF opened a door for us to become an electronic publication. We dove in at the deep end and learned to swim very quickly. All this has given the JEANH a new impetus. Since 2005 we have published 2 issues a year more or less on time. The long term sustainability of the JEANH is perhaps not yet guaranteed but the complete editorial committee is optimistic and confident in the future of the JEANH.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose Results of the CEPF investment in the hotspot, as well as of other scientific and conservation activities, centrally published in a locally produced, but internationally recognised and well respected natural history journal, thereby consolidating its reputation as the prime source of information on biodiversity and conservation in the eastern African region

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	
1. Number of papers submitted per year up from 15 currently to 30 by the end of the project	2005: 16 papers received 2006: 20 papers 2007: 23 papers 2008: 19 papers 12/9/2009: 18 papers already received
2. Number of pages published per year up from the 100 currently to 300 by the end of the project	2005: 372 pages 2006: 242 pages 2007: 226 pages 2008: 260 pages
3. Print run up from 650 currently to at least 1000 by the end of the project	Print run has been consistently 550 copies.
4. AJOL-JEANH web pages, currently non existent, actively used for searching the JEANH content and downloading papers	JEANH now available as a full electronic publication on BioOne. Issues between 1994 and 2004 are Open Access; issues from 2005 onwards are on subscription (which is free to developing countries through the OARE initiative). JEANH index and abstracts (from 1994 onwards) available on AJOL (which sends free copies of articles on request to researchers from developing countries). For objective JEANH performance indicators see below

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

Indicator 1

The number of papers received has been steadily increasing since the start of the project with a slight dip in 2008, but submission of papers is unpredictable, so it is the trend that counts. More importantly, however, is that in our view the quality of the submissions that are accepted, has been increasing as well (see also indicator 4). We believe that this is a sign of trust in the JEANH as a medium for distributing results by scientists working in East Africa.

Indicator 2

In 2005 we published 372 pages. This was mainly due to checklist of plants of the Shimba Hills which took up 115 pages in the first thematic issue. In the following years the number of pages was fairly stable and between 226 and 260. However, we have realised that an issue should not contain more than 140 pages, otherwise the weight goes beyond a threshold value which pushes the postal charges up substantially. This was the case with the first thematic issues we published in 2005. We are now striving to publish about 250 pages per year.

Indicator 3

Our print run has been consistently 550 copies. About 300 of these are exchange copies for the joint EANH/NMK Library. Admittedly we have not been able to increase the number of subscribers to the JEANH. This is perhaps the only disappointing outcome of this project. The two

main reasons for this are the general downward trend to subscribe to hard copies of scientific journals and the poor marketing of subscription membership by the society. The former is obviously a result of the fact that most scientific journals are now consulted electronically. The latter has been pointed out by the editor-in-chief to the management of the society at various occasions but has not been properly addressed. Perhaps the fact that the membership and marketing department of society is not actively involved in the production of the JEANH leaves it without a sense of ownership of the product and therefore it is not properly integrated in the marketing strategy.

Indicator 4

When conceptualising this project we did not anticipate the JEANH becoming a fully fledged electronic publication. It was not a matter that we did not want to become one, rather we assumed that no aggregator would be interested in adding a small, regional journal such as the JEANH to their collection. Our aim (as expressed in indicator 4) was therefore only to bring the thematic issues online on our own website and to make abstracts of all articles published since 1994 (when the title became "Journal of East African Natural History-A journal of biodiversity") available on African Journals On Line (AJOL). [Note: Initially AJOL did NOT host pdf's on their website. They only hosted abstracts and would send photocopies free of charge to scientists in developing countries who would request for them. That has changed in 2009 and pdf's can now also be directly downloaded from AJOL]. In summary (but see below), abstracts and pdf's from 1994 onwards are available from AJOL. We no longer make pdf's directly available from the EANH/Nature Kenya website as this is seen as a duplication of efforts. If and when the EANH/Nature Kenya website is revamped, we will only provide basic information and proper links to the websites from which all data is available.

Were there any unexpected impacts (positive or negative)?

This project generated unexpected positive impacts on the JEANH (and no negative ones).

In the course of 2006 the JEANH was invited to join the electronic aggregator BioOne. This was gladly accepted and the JEANH became the first African journal in their stable.

BioOne is a global, not-for-profit collaboration bringing together scientific societies, publishers, and libraries to provide electronic access to critical, peer-reviewed research in the biological, ecological, and environmental sciences. BioOne provides access to information by subscription. For its subscribing libraries, BioOne provides a low-cost alternative to commercial publishers' "big deals," without sacrificing high-quality research or the online tools and services that librarians and users expect. Through participation in philanthropic programs such as HINARI, AGORA, OARE, and eIFL BioOne also provides its content to over 2,500 institutions in the developing world at no cost. For its participating publishers, BioOne provides a sophisticated online presence and cohort-based community of independent society and organizational publishers in the biological sciences. By returning 50% of net subscription receipts, 100% of ancillary revenue, and for the last four years, more than 50% of its operating surplus, BioOne provides its publishers with a growing and sustainable revenue stream to complement individual subscription sales and defray the inevitable decline of subscription revenue.

In the course of 2007, abstracts and pdf's of all issues of the JEANH published since 1994 went online. Pdf's of papers published between 1994 and 2004 are available as Open Access, whereas those published since 2005 are only downloadable by paying subscribers (but see above). This had two dramatic effects on the JEANH. The first one is that we suddenly had a new and reliable source of income (just under 3,000 US\$ for 2007 and 3,250 US\$ for 2008). Whereas this is not yet enough to cover our costs, it certainly helps to sustain our operations. Perhaps more important in the long run is that it increased the "visibility" of the JEANH considerably. Information published in the JEANH can now be found much more easily through search engines and professional databases. That this had an effect can be seen from the following indicators.

Firstly, income-generating downloads from the BioOne website have increased from 2564 in 2007 to 6272 in 2008. By early September 2009 the number of downloads was already at 7773.

Secondly, the “impact” of the JEANH as calculated by the impact analysis software “Harzing’s Publish or Perish” also shows a substantial increase. The numbers of citations as well as the number of citations per year have doubled over the last two years. Figures for an analysis done on 3 July 2007 versus one done on 12 September 2009 are copied below.

Performance indicators 3 July 2007

"Journal of East African Natural History:

Papers:148,Citations:323,Years:83,**Cites/year:3.89**,Cites/paper:2.18/1.0/0,Cites/author:192.02, Papers/author:95.12,Authors/paper:2.24/2.0/1,h-index:9,g-index:12,hc-index:6,hl-index:3.38,hl-norm:6,AWCR:33.49,AW-index:5.79,AWCRpA:19.45

Performance indicators 12 September 2009

"Journal of East African Natural History:

Papers:292,Citations:812,Years:91,**Cites/year:8.92**,Cites/paper:2.78/1.0/0,Cites/author:507.54, Papers/author:188.48,Authors/paper:2.06/2.0/1,h-index:12,g-index:18,hc-index:7,hl-index:4.50,hl-norm:9,AWCR:65.30,AW-index:8.08,AWCRpA:38.21,e-index:12.08,hm-index:9.70

This increased visibility will hopefully lead to a positive feedback loop whereby not only our returns will be positively affected, but also the quality of the submissions we receive for publishing.

IV. PROJECT OUTPUTS

Project Outputs:

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1: An improved JEANH with a regionally expanded editorial basis and better management practices	
<i>1.1. Editorial Committee extended from the current ten members to thirteen by 31 December 2005</i>	Editorial Committee currently consists of 12 members
<i>1.2. Regional basis of the editorial committee extended by including two members based in Tanzania and one in Uganda (Currently, seven are based in Kenya, two in Belgium and one in South Africa)</i>	Kenya: 5 members Tanzania: 1 member Uganda: 1 member South Africa: 2 members USA: 2 members Belgium: 1 member
<i>1.3. JEANH is a member of INASP/AJOL by 31 December 2005</i>	Implemented on time
<i>1.4. Editorial process streamlined and completely electronic through the use of the Open Journal System by December 2008</i>	Editorial process was streamlined through the production of detailed sets of guidelines for authors, reviewers and editorial committee members. The use of an “ Online Manuscript Submission, Review and Tracking System ” although proposed to us by Allen Press was rejected by the ed com after due discussion in view of the costs and the limited number of manuscript we handle on a yearly basis. It was felt such a system would not be worthwhile considering until the number of manuscripts reached 50 per year.
Output 2: Four high quality and widely distributed special issues of the JEANH focused	Five thematic issues were published instead of four

on the hotspot	
<i>2.1. Vol 94 Part 1 published by 31 July 2005</i>	Published August 2005
<i>Vol 95 Part 2 published by 31 December 2006</i>	Published 31 December 2006
<i>Vol 96 Part 2 published by 31 December 2007</i>	Published 15 January 2008
<i>Vol 97 Part 2 published by 31 December 2008</i>	Vol 97 Part 1 published 30 June 2008 Vol 97 Part 2 published 31 March 2009
Output 3: Full electronic access to all newly and recently published papers, as well as to selected historical information published since 1910 and relevant to the hotspot	Electronic access is now available to all information published since 1910
<i>3.1. Special issues available as pdf documents on the Nature Kenya website within 3 months after publication</i>	This became superfluous as the JEANH is now electronically available from BioOne and AJOL.
<i>3.2. Electronic access to all historical material (index and abstracts) through AJOL website by December 2006</i>	All historical material (1910-1993) will become available as Open Access on the Biodiversity Heritage Library from end of 2009.
<i>3.3. Electronic access to all articles published since 1994 and to selected articles from before 1994 by December 2008</i>	All articles published since 1994 are available from BioOne and AJOL. Articles published between 1994 and 2004 are Open Access on BioOne

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

Output 1

The editorial committee was extended to 12 and not to 13 members. The majority of ed com members felt comfortable with a compliment of 12 and objected when the suggestion was made to increase from 12 to 13. This may still happen when we feel we lack competence in a particular field or when the number of submissions increases.

The regional basis of the ed com members is perhaps a poor indicator as several of us (including the editor-in-chief) have changed basis several times over the last 4 and half years. The important point is that the regional basis of the editorial committee is sufficiently broad, which we believe it is.

Output 2

We surpassed the objective by producing 5 thematic issues instead of four

Output 3

We surpassed the objective by scanning all historical material and by making it electronically available within an international initiative namely the Biodiversity Heritage Library (BHL).

The BHL realises that the wealth of knowledge available within major biodiversity libraries in the world is only available to those few who can gain direct access to these collections. This body of biodiversity knowledge, in its current form, is unavailable to a broad range of applications including: research, education, taxonomic study, biodiversity conservation, protected area management, disease control, and maintenance of diverse ecosystems services. Much of this published literature is rare or has limited global distribution. From a scholarly perspective, these collections are of exceptional value because the domain of systematic biology depends -- more than any other science -- upon historic literature.

The Biodiversity Heritage Library Project is a multi-institutional project because no single natural history museum or botanical garden library holds the complete corpus of legacy literature, even within the individual sub-domains of taxonomy. However, taken together, the proposed consortium of collections represents a uniquely comprehensive assemblage of literature. The JEANH is a contributing member to the BHL and through BHL will make its historical material

freely available. For the first time in history, the core of our natural history museum libraries and botanical garden library collections will be available to a truly global audience. Web-based access to these collections will provide a substantial benefit to all researchers, including those living and working in the developing world. The Biodiversity Heritage Library Project strives to establish a major corpus of digitized publications on the Web drawn from the historical biodiversity literature. This material will be available for open access and responsible use as a part of a global Biodiversity Commons.

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

All outputs realised.

V. SAFEGUARD POLICY ASSESSMENTS

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

Not applicable for this 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.

Stakeholder involvement proved to be critical. The editorial committee bought into the project from the beginning and remained actively involved throughout the project, thus assuring its success. Nevertheless, someone needs to be the driving force and lead the project. I believe we also realised that from the beginning.

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

This project was carefully designed at the proposal stage with clearly identified and achievable goals. The proposal was internally reviewed before it was submitted to CEPF. This helped to pinpoint initial weaknesses and make the necessary adjustments before it was submitted.

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

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	Date Received	Notes
East Africa Wildlife Society	C	\$3000	2008	For scanning of Swara (see below)
Prof. K. Howell	C	\$4970	2009	For scanning of Tanganyika Notes and Records (see below)

***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.

Output 3 required a substantial document scanning operation. We set this up a scanning unit in the joint NMK/EANHS library with a contract staff member attached to it, so that it would not only serve the purpose of this particular project but also those the library, the NMK staff and scientists and the visitors to the library. Scanning services are charged, but below the commercial rates. As people became aware that we were digitising the JEANH all the way back to 1910, we were approached by the East Africa Wildlife Society, who wanted us to do a similar exercise for their wildlife and conservation magazine “Swara”. Later on, Prof Kim Howell also approached us to have “Tanganyika Notes and Records” digitised. Thus, as we came to the end of the scanning of the JEANH, there seemed to be a market for similar exercises and the scanning unit was taken over by Nature Kenya as a financially self-sustaining activity, which continues to serve NMK as well as Nature Kenya.

The JEANH will obviously continue to exist as a scientific publication. The EANHS has a statutory obligation to continue publishing the JEANH as it is enshrined in its constitution. Similarly, the National Museums of Kenya has committed itself, under a memorandum of understanding, to contribute financially, if necessary. Nevertheless, the JEANH strives towards financial independence so as not to overburden the scarce resources of the EANHS and NMK. Revenue earned from downloads of our electronic version are increasing and are an important step toward financial independence and sustainability. The returns from subscriptions are in my opinion below capacity and this needs addressing in the near future. Apart from this we get occasional requests to publish “special issues”, which are externally funded. For instance, volume 87 Part 1/2 (1998), which contained the proceedings of the first Eastern Arc conference held in Morogoro (Tanzania) in 1997, was funded through FORST (Finnish Support for Forestry Research in Tanzania). Funding for volume 95 Part 1 (2006), which contained a “Field Key to Upland Kenya Grasses” was entirely sourced by Andrew Agnew, the author of the paper.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS
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The only disappointment in my view is that we did not manage to increase the number of subscribers. On the one hand, there is very little we can do about the worldwide decline in subscriptions to hard copies of scientific journals. On the other hand, however, I believe that we did not do enough to properly market the JEANH. Lack of involvement from our membership and marketing department is perhaps the main reason for that. In this case we seemed to have failed to get the necessary stake holder involvement. There is perhaps a historical reason for this. Traditionally the JEANH has been run by a group of volunteers, most of whom are scientists They have handled both the editorial and the managerial aspects of the JEANH. As we have grown over the last couple of years, a clear need has emerged to separate these activities. An editorial committee, consisting solely of reputed scientists, should handle all editorial issues. They should deal with content and with content only. A separate managerial committee should handle all other

issues, i.e. lay out, printing, exchange, subscriptions, marketing, etc. The membership and marketing department of the society should be spearheading these activities. In this way they would be much more involved, which would be to the benefit of both the journal and the society.

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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