

CEPF Small Grant Final Project Completion Report

Complete the following report worksheet to provide CEPF with an overall summary of the results of your project. Within the narrative section, responses should be concise, but include sufficient detail to present a clear understanding of the development and progression of this project.

Date of Report (MM/DD/YY)
24/11/2004

Organization Information
Organization Name
Green Student Organizations Society (GreenSOS)
Project Name
GreenSOS Green Journalists Network Training ProgramII
Project Dates (as stated in the contract agreement)
2004 January-October

Partners
GGF (Global Greengrants Fund) CEPF (The Critical Ecosystem Partnership Fund) CI (Conservation International) Chinese Youth Daily Chinese Environment News <i>Green China</i> Magazine Beijing College Student Green Forum Xi'an College Student Green Camp Anhai "An Lian Green Journalists Training Program" Green Zhejiang "Green Mud Man Environmental News Journalists Corps"

Project Description – Provide a brief description of the project your team implemented.

GreenSOS Green Journalists Network Training ProgramII (GJNTPII) is a project based on the Internet and providing online trainings to the Chinese college students who have great interests about environmental news reporting. With the mixed-form trainings as “ Online training + Original practice + Gathering training + Research exercitation”, GJNTP offers the trainees study and practice opportunity in the respects like “Systemic environmental knowledge learning”, “Environmental issues research practice”, “Environmental Information sharing and discussion”, “Green newspaper office exercitation”. All these opportunities are aiming to increase the capacities of these college student environmental protection organizations at plotting, organizing and publicizing their environmental conservation activities. This program also acts an important part at impelling the Chinese environmental protection activities in colleges at the early stage, fostering the grassroots power of environmental protection in China, and improving the Chinese environmental protection movement.

Narrative Questions

1. What was the initial objective of this project?

To increase the capacities of the college student environmental protection organizations at plotting, organizing and publicizing their environmental conservation activities by training programs. To promote the environment protection activities organized on campus, and to add fresh blood for Chinese environmental protection NGOs.

2. Did the objectives of your project change during implementation? If so, please explain why and how.

No.

3. How was your project successful in achieving the expected objectives?

- ◇ On the website of GreenSOS, we created the Chinese first Green Journalists Training Website Page (www.greensos.org-Green Journalists Training and Communicating Page). It consists of 4 sections: [Training Information](#), [Training Contents](#), [Green Bookshelf](#), and [Good Article Samples Communication Section](#).
- ◇ From the day of Green Journalists Training and Communicating Page's establishment to present (September 30th, 2004), 105 pieces of news on training are put on the section of Training Information, 154 pieces of training articles can now be found on the section of Training Content, 35 volumes of green corpuses are on the Green Bookshelf, and about 147 articles from the Green Journalists trainees have been put on the section of Good Article Samples Communication.
- ◇ By the advantages of the Internet, we recruited students from colleges and universities throughout China. 98 application letters were received in the second term of our program. After strict examinations we selected 32 students with 30 different major backgrounds from 25 different college student environmental protection organizations in 17 provinces, and 2 of the trainees are now studying respectively at Britain and the Unites States.

● **Trainees Distribution of GreenSOS GJOTP**



- ◇ Besides the monthly online writing homework, the every-two-week 's separate groups online discussions, and the various regional trainings, GJOTP trainees at different places also joined many Green Practice activities during their summer and winter vacations. These activities were Green Camps, Environmental News Report In China, My View On the Hometown Environment Condition, and West Hydroelectricity Development and so on. Additionally, these GJOTP trainees have made extensive connections with the local environmental protection NGOs, environmental protection foundations, relevant government agencies, and lots of news agencies.

- ✧ We encourage the student trainees to write and to distribute About more than **40** trainees' articles have been published in newspapers & magazines at the national level till September 30th, 2004.
- ✧ July 13th –16th of 2004, ***“The GreenSOS 2004 Green Journalists Program Training and Communication Workshop”*** was successfully been operated at Chengdu. Student Trainees from all around the country were able to have a face-to-face talking about their training experiences. Experts and teachers in sorts of fields were invited to give spot trainings with the topics as Environmental Protection Ideals, News Covering and Reporting Techniques, and Communication Abilities, etc. Some new forms of self-training activities, such as “Simulating Covering ”, “Brainstorming Discussion”, have been applied in the workshop. After the workshop, the participants visited several Environmental Education Bases, such as Chengdu Alive Water Park, Chengdu Giant Panda Research Center, Chengdu Long Qiao Moon Bear Rescue Center, and the visits strengthened the confidence of the trainees' determination to join into the Chinese environmental protection news reporting.
- ✧ In 2004, GreenSOS GJOTP supported two other regional Green Journalists Online Training Program—***“An Lian Green Journalists Online Training Program ”*** in Anhui Province and ***“Green Mud Men Environmental New Journalists Corps”*** in Zhejiang Province. We provided relevant training materials to these regional Green Journalists programs, and gave them some appropriate assistances and instructions.

4. Did your team experience any disappointments or failures during implementation? If so, please explain and comment on how the team addressed these disappointments and/or failures.

GreenSOS Green Journalists organization committee once experienced a part of confused situation.

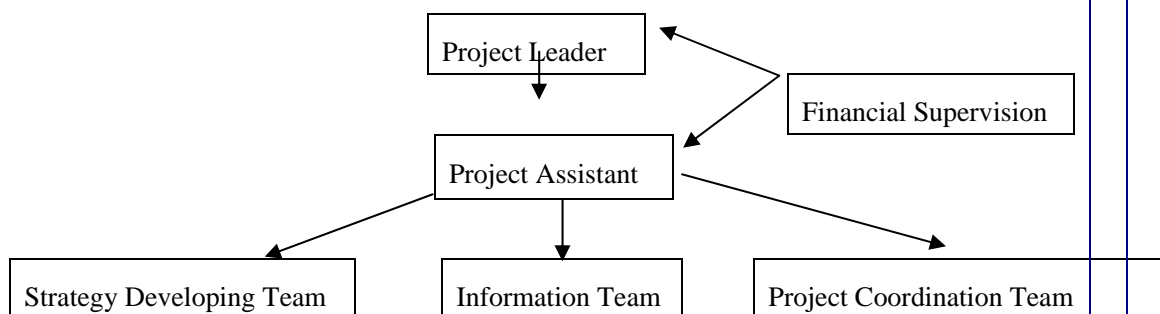
After the trainee-recruiting in March 2004, because of the different levels of the new trainees, the roughness of training plan, and the unpractical and delayed training lessons, GreenSOS Green Journalists Training program committee once run into a disordered situation.

What we did was organizing an online meeting, and discussing about the remedial measure: described the responsibilities more definite to each of the committee member; made the training schedule basing on the practice situation; old trainees in last year were invited to help the new recruited trainees; “Theme Discussions” were organized in every two weeks; Gathering Online trainings were required in once a month; and “encouragement mechanism” had also been established to prize the most active trainees.

These acts not only aroused the enthusiasm of the trainees to join the training and improved the efficiency of the training, but more importantly impelled the communication between the committee and the trainees. The project team was hence consolidated.

5. Describe any positive or negative lessons learned from this project that would be useful to share with other organizations interested in implementing a similar project.

✧ By the co-efforts of our IT technicians, Project Leader and the Project Organizing Committee, a set of effective online training and managing mode is now at hand. ***Based on the Internet but not limited to it***—we give student trainees a mixed-form training as “ Online training + Original practice + Gathering training + Research exercitation”, and during these trainings, students are able to learn the lessons by self-studying, composition exchanging, online forum discussing, online textbooks and environmental information sharing, spot capability training and practical activities and others. ***The project managers come from the trainees and go to serve the trainees***—we use the Project Organization Committee Responsible System to manage the project , and a project construct consisting of Project Leader, Project Assistant, Strategy Developing Team, Information Team, Project Coordination Team is created to give the whole project a ***macroscopic planning, detailed adjusting and specific practical managing***.



GreenSOS GJOT Management Construct (above figure)

- ✧ We have established a strict trainee management and prize & discipline system, and definitely prescribed the different responsibilities of the Project Organization Committee members and other trainees. Strict program regulations have also been made to ensure a feasible management could be carried out for the project.

- ✧ This program is replicable. The extensive distribution of the trainees not only causes us to coordinate and to manage the program with the help of the trainees, but also encourage the local college environmental protection organizations to initiate the green journalist training projects at their places with the help of our trainees and other resources.

6. Describe any follow-up activities related to this project.

1.
 - ✧ Under the direction and help from the Chinese green journal editor and reporters, GreenSOS GJNTP published a book named “GreenSOS Green Journalists Training Material Manuel”, all the GreenSOS GJNTP training materials in these 2 years have been categorized and edited. Moreover, some personal mind-experiences from the project managers and trainees have also been compiled in this book. We hope this manual could give the regional Green Journalists Trainings a valuable reference. “GreenSOS Green Journalists Training Material Manuel” is expected to be printed out at the end of November 2004.

 - ✧ Cooperate with WWF, Green China Magazine, and Chinese College Students Green Forum, etc. The program plan is under discussion, and final plan would be ready in January 2005.

7. Please provide any additional information to assist CEPF in understanding any other aspects of your completed project.

Annex 1: GreenSOS Green Journalists Online Training Program||Financial Report

Annex 2: Green Journalists Online Training Program||materials

Annex 3: Green Journalists Online Training Program|| gathering training disk.