

# CEPF GRANT FINAL PROJECT COMPLETION REPORT

## I. BASIC DATA

**Organization Legal Name:** Wildlife Conservation Society

**Project Title (as stated in the grant agreement):** Conservation of Endangered Medical Wildlife Resources in Southwest China

**Implementation Partners for This Project:** Professional Protection of Medicinal Wildlife Committee

**Project Dates (as stated in the grant agreement):** Sept. 1, 2006 - Dec. 31, 2007

**Date of Report (month/year):**02/08

## II. OPENING REMARKS

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

Conservation of Endangered Medical Wildlife Resources in Southwest China was established by the Wildlife Conservation Society (WCS) in October 2006, which is supported by the Critical Ecosystem Partnership Fund. In order to appeal to the people engaged in the Traditional Chinese Medicine (TCM) to conserve the endangered medical wildlife, the program hopes to create a new custom of consumption for the public that demands less misuse of products of that kind.

In September of 1996, the Wildlife Conservation Society in China began working on protecting endangered animals and plants used for medicinal purposes. This project led to the development of the Asia Conservation Communication Program (ACCP) which has been in operation for a little over ten years. ACCP Program was the first program that aims at reducing the use of animal products. Since its founding, ACCP Program has conducted twenty seminars in over ten provincial capitals entitled "The Protection of Endangered Animals and Plants used for Traditional Chinese Medicine." After the two seminars entitled "Protecting China's Animals and Plants used for Traditional Chinese Medicine" and "The Natural Resources of Traditional Chinese Medicine and the Protection of Endangered Wildlife," two books were published in 2000 and 2004 by the ACCP Program based on the articles and papers of the seminars. The participants in the seminars included government officials, experts on Traditional Chinese Medicine (TCM), experts on the protection of endangered species, and many individuals who are concerned about wildlife conservation. Together, the participants carried out a face-to-face exchange about how they could start protecting wildlife and the environment. The common goal for the twenty seminars is to call on representatives from TCM, each individual participant, and the public to work together and contribute to the protection of endangered species. WCS helped with organizing the seminars and also supported Mr. Zheng Han Chen, Professor of the No.2 Military Medical University, to publish a textbook entitled The Study on the Natural Resources of Medicinal Herbs. One chapter of the book refers to the protection of medicinal herbs.

## III. NARRATIVE QUESTIONS

1. What was the initial objective of this project?

The program hopes to set a good standard of consumption for the public to stop the blind use of the endangered medical wildlife, in order to strengthen the conservation awareness of the practitioners of Chinese medicine in southwest CHINA and even the whole Chinese area. It expects the fragile or endangered species of wildlife which are threatened by the large use of Chinese medicine can be decompressed, and even obtain positive protection through the implementation of two years or more.

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

The aim has never changed in the whole process.

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

The program has set up an Expert Commission and the expert could work with others voluntarily.

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.

We never considered the time problem during our project development. We found the registration difficult as a result to the project being delayed.

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.

Experience:

1. Find the main stakeholders groups: The main stakeholders of this programme are the practitioners and experts of Chinese medicine, government departments and conservation institutions. Conservation institutions that assist with the publicity and education activities weren't the main force of this item. Committee of protecting and using the medical resources in Sichuan (CPUMS) registered in the Department of Civil Affairs of Sichuan, which was formed by experts of Chinese medicine became the first NGO of protecting the Endangered Medical Wildlife Resources, and carried out a series of effective work.

2. Compile communications periodically

3. Organize seminars for Chinese medicine resources protection

4. Provide Small Grants to the key target groups

5. Successfully launched the different groups

6. Participation in the preparation of teaching materials: some of the experts and the members of WCS participated in the preparation of "medicinal Zoology"--- the "11th

Five-Year Plan" national planning materials of general higher education and brought the command of the protection into the national teaching system.

We never considered the time problem during our project development. We met the registration difficult that resulted in the project being delayed.

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

Through one year and a half work, Si Chuan Professional Protection of Medicinal Wildlife Committee has become an institution of independent activities. Although the programme has finished, the committee continues to work. WCS will support the committee and provide funds for follow up if necessary. What's more, because of the implication of protecting the Chinese medicine resource in Sichuan, the committee was invited to join the conservation of biodiversity in the western provinces (Sichuan, Gansu, Shaanxi) from the EU, which applied with WWF and TRAFFIC jointly.

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

**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
CEPF	A	\$50000.00	
WCS	C	\$13907.00	

*\*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.)*

**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](http://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  \_\_\_\_\_

If yes, please also complete the following:

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