

## CEPF FINAL PROJECT COMPLETION REPORT

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|--|---|
| <b>Organization Legal Name:</b>              | Wilderness foundation                                       |
| <b>Project Title:</b>                        | Cape Floristic Region: Communicating Conservation           |
| <b>Date of Report:</b>                       | October 2011  |
| <b>Report Author and Contact Information</b> | Matthew Norval<br>matthew@sa.wild.org<br>+27 (0)41 373 0293 |

**CEPF Region:** Cape Floristic

**Strategic Direction:** Consolidation

**Grant Amount:** 150,000

**Project Dates:** Jul 1, 2008-Jun 30, 2011

### Implementation Partners for this Project (please explain the level of involvement for each partner):

- Wilderness Leadership School: The Leadership School provided advice and input in developing the project concept and their guides were briefed on the project in the eventuality that we required their services as back up guides. In addition senior field staff assisted with the communication and lobbying event held at the Biodiversity Expo in Cape Town in May 2011.
- Eastern Cape Parks Board and Tourism Agency: As the protected area management agency responsible for the Baviaanskloof World Heritage Site they made the reserve available for the trails to be conducted in.
- South African National Biodiversity Institute: Provided support with the development of information material as well as partnering with the communication and lobbying event held at the Kirstenbosch Botanical Gardens in May 2011.
- South African National Parks: As the protected area management agency responsible for the Table Mountain National Park they made the park available for the trails to be conducted in.
- Cape Nature: As the protected area management agency responsible for the Cederberg Wilderness Area they made the reserve available for the trails to be conducted in and provided a field ranger for assistance in the field.
- Mr. Bruce Dell acted as the trail guide who successfully facilitated and guided the trails specifically in the Baviaanskloof and in Groendal. Mr Dell played a critical role
- Mr Martin Peterson (Experienced volunteer guide with Pride of Table Mountain) acted as the guide for the day trails on Table Mountain.

### Conservation Impacts

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

The project should be seen as having made a cross-cutting contribution to the implementation of the ecosystem profile. The project was aimed at improving the understanding of conservation in general, the CFR in particular and the impact and contribution of informed decision making by leaders in government, business and communities. The nature of the project obviously makes it hard to quantify the contribution as it has not directly secured additional hectares under

conservation or created a number of green jobs created. The contribution has been more subtle such as influencing decision makers on the results of records of decision for inappropriate developments negatively influencing natural areas or to stimulate municipal officials to commit to conservation action.

***Please summarize the overall results/impact of your project.***

**Planned Long-term Impacts - 3+ years (as stated in the approved proposal):**

This project is designed to influence and improve awareness amongst opinion leaders whose actions influence conservation efforts across the CAPE programme. If successfully implemented this project will be strengthened through the goodwill generated by conservation achievements already secured (e.g. taking political champions of existing projects on trail) but will in turn enable these gains to be broadened to include new areas and stakeholders (e.g. using existing champions to influence newcomers). This intervention also aims to act as a mechanism to focus attention on what has worked well across the CAPE programme (highlight achievements and successes especially when there has been solid multi-stakeholder cooperation) but also to identify the gaps with regard to high level buy in and understanding of the issues. This project will interact with task teams and initiatives across the CAPE programme so that the participants in the trails can be identified and selected as those that will have the most influence and therefore maximising the opportunity for beneficial outcomes.

**Actual Progress Toward Long-term Impacts at Completion:**

Similar projects that have been implemented indicate that impacts are often only apparent many years after the initial trails have been concluded. This is because many of the officials experience wilderness and wild areas for the first time on trail and it takes some time for them to fully appreciate the influence that their professional decision making can have on these areas as well as the people that benefit from them. Officials also move within and between departments and organisations and this is especially true in a young democracy such as South Africa. This can often be frustrating as relationships are developed with officials over time who then have an appreciation for conservation only to have them moved to a seemingly irrelevant post within other departments. It is only in the long term that the value of the initial intervention becomes apparent as the decision makers remain influential and with a heightened environmental awareness which can still manifest itself as environmental impact as well as opportunities to benefit conservation are present in many sectors.

In addition to the trails the structured communication activities have been designed to have a far more subtle impact by linking conservation and the environment to the responsibility that humankind has based on a common history and a shared future.

The impact of many of the trails will only really become evident in years to come as the example of the one arranged for role-players in the Gouritz Initiative area illustrates. Participants in the Gouritz Initiative trail group expressed gratitude for the contribution that the trail made to coalescing ideas between conservation managers, municipal officials and partners and the impact that this intervention had on re-energizing this critical conservation corridor will only become apparent in the long term.

**Planned Short-term Impacts - 1 to 3 years (as stated in the approved proposal):**

The project purpose is to influence opinion leaders from across the CFR to make informed decisions that enable current initiatives to maximise conservation opportunities, sustain these gains and extend benefits to communities. The short-term impact should be an increased awareness regarding the opportunities and challenges presented by the CFR wide CAPE programme amongst influential community and government leaders

**Actual Progress Toward Short-term Impacts at Completion:**

The short term impact is largely related to an immediate improvement in awareness and commitment by opinion leaders post trail. While this is difficult to quantify the selection of trailists is done with the specific intention of drawing officials that have influence on a wide range of initiatives across the CFR. The post trail surveys showed that the trails were being experienced in a positive light and protected area management agency officials were reporting the opening up of relationships with decision makers influencing their work once they have returned from trail.

The conservation event, the airport banner campaign and magazine article and increased distribution thereof was done to be provocative and to raise the conservation profile amongst an influential audience in a very short time. While a number of conservation issues are prominent in the general media (rhino poaching, fracking etc) it was our aim to get a more personal message across in the short-term that provides individuals with information that creates a sense of personal commitment whereby they can influence the more obvious environmental concerns in a positive way based on a better understanding.

**Please provide the following information where relevant:**

**Hectares Protected:** Not applicable

**Species Conserved:** Not applicable

**Corridors Created:** Not applicable

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

The main challenge with the trails were getting opinion leaders to commit to a 4 day trail. To address this a number of 1 day trails were successfully conducted for the last few trails in order to secure the influence desired. This challenge however had a positive outcome and led to 56 Opinion Leaders instead of 48 successfully being taken on trail.

A typical example of a successful contribution to the project objectives is a 4 day trail in the Cederberg Wilderness Area was specifically arranged for a group including the Western Cape Environment Minister (MEC) with a view to improving his awareness around matters related to conservation and development. While it would be impossible to claim a conclusive connection, his department has recently taken a far more conservation friendly approach to development applications including a number of decisions turning down proposals that would have had a considerable impact on conservation worthy land in the Southern Cape.

The project faced a number of challenges linked to the timing of the 2010 FIFA Soccer World Cup and the general elections that took place in May 2011 which severely hampered trail arrangements for some of the officials targeted and in many cases led to alternative trail groups having to be organized at relatively short notice. Despite this the combination of the trails and the communication activities still contributed to the project achieving its short term impact objectives and it is more than likely to achieve its long-term impact objectives.

***Were there any unexpected impacts (positive or negative)?***

When the project was planned the communication event that was envisaged was more of a briefing session for parliamentarians and advisors but when it became apparent that we would have to aim at the next tier of decision makers we decided to involve as many people from CAPE and other partner programmes at a suitable level as possible. This included a wide range of role-players as diverse as municipal officials, private landowners, winemakers, business leaders and artists associated with conservation. Having gathered this diverse group the presentation of the conservation message was done in such a way that it addressed the issue of responsibility for

natural resources and the critical leadership required to ensure that the decisions made ensure a future that includes the incredible biodiversity wealth characteristic of the CFR. The event therefore had the ability to influence a far wider audience of people who have a direct influence on conservation through the decisions they make.

## Project Components

**Project Components:** *Please report on results by project component. Reporting should reference specific products/deliverables from the approved project design and other relevant information.*

**Component 1 Planned:** 48 opinion leaders will be taken out on eight 4 day/3 night wilderness trails.

**Component 1 Actual at Completion:**

The first four 4 day/3 night wilderness trails completed were arranged around the Western Cape Environment Minister (MEC), municipal officials and councilors from the Cederberg, Gouritz and Nelson Mandela Metro (Port Elizabeth) areas. The selection of the trailists was done specifically with a suite of projects in mind across the CFR that the trailists would be able to be influential in supporting. The Western Cape Minister not only carries influence with budget allocations with regard to conservation and the environment but also ultimately decides on the outcome of environmental impact assessments. With development and agriculture being major drivers of environmental impact across the CFR it was considered vital to have the Minister and his advisors on trail to sensitize them to a range of issues. This particular trail was completed in the Cederberg Wilderness Area (Western Cape) due to the composition of the group. Another trail made up of opinion leaders influencing the functioning of the Cederberg Wilderness Corridor were brought to the Baviaanskloof (Eastern Cape) in order to provide opportunities for comparison and learning. This was also the case with the Gouritz group that has influence in the Gouritz Initiative domain. The Nelson Mandela Metro group was also taken into the Baviaanskloof as amongst other things the area acts as the water catchment area for the metro's water supply. A total of 21 Opinion Leaders participated in the 4 day/ 3 night wilderness trails.

The last four 4 day/3 night trails were planned with groups from organisations believed to be in a position to benefit most from this intervention. However as these were due to take place the scheduled groups cancelled for a number of reasons. In order to address this situation and to ensure that the original objectives were met the groups agreed to commit to a one day trail led by an experienced wilderness guide. This proved to be highly effective and in fact could prove to be the catalyst that is needed for many groups that don't have the time or inclination to commit to longer trails. 5 trails were carried out with a total of 35 trailists in both the Groendal Wilderness area and on Table Mountain National Park.

Thus a total of 56 Opinion Leaders were taken on a guided and facilitated wilderness experience.

The post trail surveys were completed and this certainly gives insight into the impact of the trails on people and could provide guidance for the implementation of future interventions. Discussions have been concluded with both Cape Nature and Eastern Cape Parks and Tourism Agency and it has been agreed that the equipment, methodology and the guide (if available) can be used when there is a requirement to take people out on trail who it is thought will benefit from the experience and then be in a better position to interact with the agency on the matters at hand.

**Component 2 Planned:** Complimentary communication and lobbying activities will be undertaken

**Component 2 Actual at Completion:**

Wilderness Foundation partnered with the regional chamber of commerce and industry and the Nelson Mandela Metropolitan University business school in October 2010 to host an event around climate change. As part of the function a well known media and television personality and meteorologist presented on "Climate Change in the Eastern Cape - shifting weather patterns over a century". Communication materials that were developed on a wide range of subjects (including climate change) were also distributed at the event.

A very successful event was held in Cape Town at the Kirstenbosch Botanical Gardens during May 2011 with about 80 invited guests attending including municipal and government officials and decision makers within the Cape Floristic Region, some of whom have been on trail as part of this project. The function was done in collaboration with the CAPE Programme and was planned to coincide with the annual biodiversity EXPO.

The function used the current 'Untamed' exhibition at Kirstenbosch (featuring sculptures by internationally acclaimed sculpture Dylan Lewis and poetry by author, wilderness guide and psychologist Dr Ian McCallum') as a backdrop for the evening focusing on environmental leadership and sound decision making. Dr McCallum gave the key note address which was extremely well received.

Four municipalities, each with considerable influence on the future of the CFR were invited to present on achievements to date and to pledge their commitment to a range of conservation activities in the short and medium term. Private landowners and business leaders were also invited to ensure that a sense of joint responsibility for environmental matters is built with public officials and to promote dialogue.

As part of this campaign eight banners linked to the 'Untamed' messaging were displayed at the Port Elizabeth Airport for a three month period with the aim of presenting travelers with beautiful images and thought provoking quotes by Dr McCallum. This initiative was well received and hopefully had an impact on decision makers as part of the multi pronged approach of the project. In further support of getting the conservation message into the minds of an alternative audience 1000 copies of the most recent Environment magazine were ordered and delivered to key people and institutions including academic, business and government leaders. The communication material produced as part of this project has been made available to partners and agencies and as described above the agencies are in a position to use trails as required in the future as part of their communication and stakeholder engagement strategy.

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

The only component related aspect not possible was the full multi-day trail experience as originally planned for all participants. By the end of the project 21 people were taken on the 4 day trails, but a further 35 people were taken on a single day experience which proved to be very successful as it provided an entry level wilderness experience for some of the more hesitant participants and it still had the desired impact of getting people on trail and then back into their areas of influence enthusiastic and informed about how they can influence environmental decision making. So while adaptations had to be made there is every confidence that the desired impact has been achieved and arguably even surpassed.

***Please describe and submit (electronically if possible) any tools, products, or methodologies that resulted from this project or contributed to the results.***

- Biodiversity Fact sheets (available and will be submitted electronically)
- Untamed banners (photos can be submitted)
- Post trail surveys (available and a selected few will be submitted electronically)

## **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.***

Interactions with senior public and business leaders is always going to be challenging as their time constraints and number of priorities means that as environmental communicators we will always be one of many seeking an audience. The key is to find the right medium that is attractive to them and provides us with the opportunity to get our message across. We were surprised on a number of occasions by the deep personal impact that trails had on people. Many reported that they had been 'life changing' experiences. The lesson is to allow the wilderness to do the talking; to those receptive enough the impact of walking in wild areas can be profound. Another lesson is not to presume that people have experienced the incredible opportunities often on their doorstep. Trailists in many cases reported that they were experiencing their own areas for the first time and they described this as an eye opening experience.

Environmental and conservation messaging is often characterized by those of doom and desperation and we specifically chose to focus on the wonder, opportunity and beauty that is all around us. This was reinforced by using art and the written word to further emphasize the sense of awe and wonder at the diversity of nature and the role that it plays in individual's lives. The lesson learnt is therefore not to try to keep conservation and the environment apart from all the other human pursuits that take up people's time and energy but rather to integrate it as part of people's daily experience.

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

The project was designed with the main focus on doing only 4 day/ 3 night trails, and aimed at senior government officials. With the hosting of the FIFA Soccer World in 2010 and elections in 2011, this design proved challenging and the focus was adapted to allow for both 4 day and 1 day trails to accommodate this and the target group broadened to include influential corporate and business opinion leaders. Thus the initial design of the project could be adjusted.

***Project Implementation: (aspects of the project execution that contributed to its success/shortcomings)***

An adaptable approach was used to accommodate challenges as well as opening up opportunities to broaden existing partnerships. In addition being able to adjust the focus of the target group and the duration of the trails, the execution of the project could also be adjusted and proved successful.



**Other lessons learned relevant to conservation community:**

The use of a relatively basic wilderness trail as a tool to promote communication and understanding between individuals and groups should always be part of the suite of activities available to a project as the methodology is in place and the benefits have been demonstrated.

**Additional Funding**

**Provide details of any additional funding that supported this project and any funding secured for the project, organization, or the region, as a result of the CEPF investment in this project.**

| <b>Donor</b>          | <b>Type of Funding*</b> | <b>Amount</b> | <b>Notes</b>  |
|-----------------------|-------------------------|---------------|---|
| Wilderness Foundation | A: Project co-financing | 146,571.00    | <ul style="list-style-type: none"><li>• Office facilities and services @ \$857.00 per month = \$30857.00</li><li>• Provision of project vehicles: 3 vehicles @ \$857.00 per month = \$30857.00</li><li>• Use of computers: 3 x laptops @ \$72.00 per month = \$7714.00</li><li>• Use of site office and overnight accommodation at Wilderness Foundation Baviaanskloof facility @ \$428.00 per month = \$15428.00</li></ul> |

**\*Additional funding should be reported using the following categories:**

- A** *Project co-financing (Other donors or your organization contribute to the direct costs of this 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 funded 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.**

When the project was planned it was hoped that at least CapeNature and Eastern Cape Parks would be in a position to continue the trails as and when required and ongoing discussions remain promising to ensure that this happens. We have made the trail equipment and the guide available to the agencies for future use.

The possibility of replicating or adapting the trail concept to be used in other areas and projects both urban and rural exists and this option will always be considered in managing new projects in the future.

**Summarize any unplanned sustainability or replicability achieved.**

Nothing applicable.

## **Safeguard Policy Assessment**

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

Not applicable.

## **Additional Comments/Recommendations**

The ability of a wilderness trail experience to influence decision makers positively regarding the environment and conservation is accepted and similar interventions are likely to be implemented in the future. The skill and knowledge of the guide should not be underestimated. Their role is first and foremost the safety of the group and while interpretation of natural history is part of their role it is also to facilitate conversations dealing with all aspects of conservation in a way that is not overbearing or patronizing. The selection of the right guide will therefore always be critical to the successful implementation of similar projects.

While a scheduled programme is ideal the nature of arranging trails and the challenges of securing the commitment of target groups lends itself better to ad hoc interventions as required and structured around specific role-players and issues. This would be less costly for implementing organisations but also improve the impact of the trails as they have a specific focus. This is essentially the message presented to Cape Nature and Eastern Cape Parks and Tourism Board as a cost effective way to implement similar trails in the future.



## 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](http://www.cepf.net), and publicized in our newsletter and other communications.

**Please include your full contact details below:**

|                    |   |
|--------------------|---|
| Name:              | Matthew Norval  |
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**\*\*\*If your grant has an end date other than JUNE 30, please complete the tables on the following pages\*\*\***

**Performance Tracking Report Addendum**

**CEPF Global Targets**

**(Enter Grant Term)**

Provide a numerical amount and brief description of the results achieved by your grant.  
Please respond to only those questions that are relevant to your project.

| <b>Project Results</b>  | <b>Is this question relevant?</b> | <b>If yes, provide your numerical response for results achieved during the annual period.</b> | <b>Provide your numerical response for project from inception of CEPF support to date.</b> | <b>Describe the principal results achieved from July 1, 2007 to June 30, 2008. (Attach annexes if necessary)</b>                      |
|---|-----------------------------------|---|--|---|
| 1. Did your project strengthen management of a protected area guided by a sustainable management plan? Please indicate number of hectares improved.   |                                   |   |  | 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?   |                                   |   |  | 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. |                                   |   |  |   |
| 4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.                                    |                                   |   |  |   |
| 5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.  |                                   |   |  |   |

**If you answered yes to question 5, please complete the following table**

**Table 1. Socioeconomic Benefits to Target Communities**

Please complete this table if your project provided concrete socioeconomic benefits to local communities. List the name of each community in column one. In the subsequent columns under Community Characteristics and Nature of Socioeconomic Benefit, place an X in all relevant boxes. In the bottom row, provide the totals of the Xs for each column.

| Name of Community | Community Characteristics |                     |                            |                              |                 |                   |  | Nature of Socioeconomic Benefit |  |                     |                            |  |                                       |   |  |                               |   |  |  |       |                                    |
|-------------------|---------------------------|---------------------|----------------------------|------------------------------|-----------------|-------------------|--|---------------------------------|--|---------------------|----------------------------|--|---------------------------------------|---|--|-------------------------------|---|--|--|-------|------------------------------------|
|                   | Small landowners          | Subsistence economy | Indigenous/ ethnic peoples | Pastoralists/nomadic peoples | Recent migrants | Urban communities | Communities falling below the poverty rate | Other                           | Increased Income due to:                                       |                     |                            | Increased food security due to the adoption of sustainable fishing, hunting, or agricultural practices | More secure access to water resources | Improved tenure in land or other natural resource due to titling, reduction of colonization, etc. | Reduced risk of natural disasters (fires, landslides, flooding, etc) | More secure sources of energy | Increased access to public services, such as education, health, or credit | Improved use of traditional knowledge for environmental management | More participatory decision-making due to strengthened civil society and governance. | Other |                                    |
|                   |                           |                     |                            |                              |                 |                   |  |                                 | Adoption of sustainable natural resources management practices | Ecotourism revenues | Park management activities |  |                                       |   |  |                               |   |  |  |       | Payment for environmental services |
|                   |                           |                     |                            |                              |                 |                   |  |                                 |  |                     |                            |  |                                       |   |  |                               |   |  |  |       |                                    |
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| <b>Total</b>      |                           |                     |                            |                              |                 |                   |  |                                 |  |                     |                            |  |                                       |   |  |                               |   |  |  |       |                                    |

If you marked "Other", please provide detail on the nature of the Community Characteristic and Socioeconomic Benefit:

