

CEPF FINAL PROJECT COMPLETION REPORT

Organization Legal Name:	Asociación Beyond Light (The Living Med)
Project Title:	A multimedia communications campaign to raise awareness about the conservation of Dalmatian Pelicans in Lake Skadar.
Date of Report:	30 Dec 2015
Report Author and Contact Information:	Jaime Rojo jaime.rojo@gmail.com +34 661 749 616

CEPF Region: Mediterranean Basin

Strategic Direction: 3

Grant Amount: \$17,000 USD

Project Dates: 1 May 2014 – 30 Nov 2015

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

Kawka Productions – The Living Med signed a memorandum of understanding to work in partnership with this Balkans-based production company in the realization of a film about Skadar Lake

Noé Conservation – Local grantee of the CEPF that coordinates the conservation activities in Skadar Lake and that were instrumental in the completion of the project, particularly Bjanka Praljačić, their project coordinator on location

International League of Conservation Photographers www.ilcp.com - iLCP is a charitable organization whose mission is to further environmental and cultural conservation through communication initiatives that create vital content and disseminate conservation messages to a wide variety of audiences. The founders of The Living Med are members of this organization who helped us to expand the reach of our communication campaign

TALP Communication – is a Spanish communication agency specialized in Web 2.0 that has been assisting in the communication activities of The Living Med, related to Skadar and others

Nikon Corporation – In-kind contribution with equipment borrowed for the project

Conservation Impacts

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

Skadar Lake and the Bojana Delta are key biodiversity areas and protected areas that require a better management, and Dalmatian Pelicans are an endangered species that requires a transboundary strategy for its protection. This project is directly related with Strategic Direction 3 of the CEPF “3. Improve the conservation and protection status of 44 priority key biodiversity areas”. Photography and video are powerful assets that can be used as a tool for conservation, raising awareness and engaging civil society in conservation, which relates directly with the investment priority “3.3. Raise awareness of the importance of priority key biodiversity areas, including those that have irreplaceable plant and marine biodiversity

Please summarize the overall results/impact of your project.

We did three field trips to Skadar Lake, in Montenegro, to document the conservation work of CEPF grantees to protect a breeding colony of Dalmatian Pelicans. We produced a comprehensive professional photography archive of the project and gathered content to produce a short film of 6 min that summarised the story. After three weeks of being uploaded to the Internet, the film had been seen more than 3,000 times and shared by relevant international media outlets such as National Geographic, BBC Earth or Smithsonian Magazine. In addition, we coordinated a social media communications campaign with activities in Facebook, Twitter and Instagram, and content that specifically mentioned or link to this CEPF project. The estimated overall impact of this campaign is over 300,000 people, based on statistics from our social media platforms and from our media partners

Please provide the following information where relevant:

Hectares Protected: N/A

Species Conserved: Although Dalmatian Pelican conservation is already happening in Skadar, we hope that our communication campaign will contribute to raise awareness of the issue and facilitate the conservation work of other grantees in the field.

Corridors Created: N/A

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

As we stated in previous reports, at the beginning of the project there was tension and conflict among some of the partners in the project, and for several months this complicated our activities. We worked very hard to smooth those relationships and thanks to the work of the project coordinator in Skadar, Bjanka Prakiljačić, we were able to work things up and finish the project in good time. Another challenge was the focus of the story: we started the project with one idea of the story and once on location, the opinions from the partners reflected a different point of view that required us to adapt the story as we went on. We believe the final result has been a success in terms of the international impact of our communications campaign, due to the important media coverage that the video and the story have had.

Were there any unexpected impacts (positive or negative)?

On the negative side, and related to the previous question, we believe that at the beginning of the project our presence (both The Living Med and Kawka) caused discomfort among some of the partners, that was solved with a lot of diplomacy and help from Noe and CEPF. Also, we were aware that filming the pelicans in Skadar was going to be difficult because this colony was still skittish and not used to human presence..

On the positive side, our presence in the region allowed for a knowledge transfer in the use of imagery for conservation, and also, on some technical aspects of photography, video and interviewing, which we believe all people that work in the field should have at least a basic training. We believe our team left a good impression with the local partners, who understood the importance, and the challenges, of working with a dedicated professional team of filmmakers/photographers, which often require an extra effort to obtain the right images for a better communication of the story.

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 1.1 - Documentation in photography and video

Planned

1.1.1 Location Research – review of maps, review of existing literature and existing visual assets of the region, priority species research.

1.1.2 Feedback with local partners – Conference calls and e-mail communications to define key messages, communication goals, etc.

1.1.3 Logistics planning – working permits, travel arrangements, identification of local contacts and guides.

1.1.4 Elaborate final shooting and location list and production plan – it must include a list of representative species, threats, conservation stories, characters, etc.

1.1.5 Field work – 15 days of fieldwork during the wintering season of the pelicans. From dawn till dusk, and often at night too, working in the field to capture photography, video and audio of the region. On-site backup and editing.

Actual at Completion:

1.1.1 Location Research – 100% completed

1.1.2 Feedback with local partners – 80% completed; I believe we should have asked for CEPF feedback earlier in the process

1.1.3 Logistics planning – 100% completed, with a lot of help with Noe Conservation

1.1.4 Elaborate final shooting and location list and production plan – 100% completed

1.1.5 Field work – 90% completed, despite the extra fieldwork, with a total of 25 days of field work in Skadar plus 8 days of field work in Prespa, in Greece, we were not able to do a field trip during the breeding season of the pelicans to actually film/photograph the birds in the rafts! This was, partly, a consequence of a very unfortunate first visit to Skadar, in which tensions among the partners slowed down our progress.

Component 1.2 - An archive of digital visual assets

Planned

Deliverable: Archive of at least 100 images for the use of CEPF in the promotion of their conservation activities.

1.2.1 Editing and selection of images – computer editing, roughly a 20% of what is shot is not discarded. Classification of images by use or quality.

1.2.2 Captioning and metadata – add relevant information regarding the images to facilitate its search in database.

1.2.3 Colour correction – digital processing of images in Lightroom and Photoshop, levels, curves, saturation, cleansing of spots and sharpening

1.2.4 Export and delivery to partners – Final export to use in web and printed materials

Actual at Completion: Electronically delivered archive of 100 images from Skadar Lake, plus 20 extra images from Prespa, in Greece, for the use of CEPF in the promotion of their conservation activities

1.2.1 Editing and selection of images – 100% completed

1.2.2 Captioning and metadata – 100% completed

1.2.3 Colour correction – 100% completed

1.2.4 Export and delivery to partners – 100% completed

Component 2.1 Post-production of a short multimedia documentary between 5-8 min

Planned

2.1.1 Script writing – work with the local partner to define key messages, sequences and script, both prior to the field work, and most important, after the shoot, to make a story that is both beautiful and comprehensive.

2.1.2 Footage editing – initial selection of footage, discard of unsuitable sequences, classification and metadata of suitable sequences.

2.1.3 First rough cut – first sequences, placed in a certain order, that tell the story. Revision and feedback with local partner.

2.1.4 Second rough cut – adaptation and changes to the sequence after revision. Second revision and feedback with local partner.

2.1.5 Final cut and revision – final sequence for the documentary.

2.1.6 Sound and music – sound design, voice over, audio FX and music.

2.1.7 Colour correction – digital processing of the footage to optimize its appearance on different kind of screens.

2.1.8 Export and delivery – export on varied digital formats suitable for web, DVD and other outputs.

Actual at Completion: We delivered a short multimedia documentary of 6 min, and an additional short video of time lapses in Skadar Lake

2.1.1 Script writing – 80% completed, again, we should have involved CEPF earlier in the process

2.1.2 Footage editing – 100% completed

2.1.3 First rough cut – 100% completed

2.1.4 Second rough cut – 100% completed

2.1.5 Final cut and revision – 100% completed

2.1.6 Sound and music – 100% completed

2.1.7 Colour correction – 100% completed

2.1.8 Export and delivery – 100% completed

Component 2.2. - Social Media Communication Campaign

Planned

2.2.1 *Blog entries* – at least 2 blog entries in blog of international outreach on conservation subjects (treehugger.com, National Geographic Newswatch, etc)

2.2.2 *Web entries* – At least 2 entries on conservation photography websites including *The Living Med* and our personal websites.

2.3.3 *Social media entries* – At least 5 Facebook posts and 10 Twitter messages in the different networks of *The Living Med*.

2.3.4 *Report of traffic* – Web traffic report and estimated audience.

Actual at Completion

2.2.1 *Blog entries* – 100% completed. Three prestigious international blogs (Smithsonian, BBC Earth, National Geographic) published the video and/or a story about Skadar Lake, people. In addition, three regional media portals featured the story, too (see Annexe for details)

2.2.2 *Web entries* – 50% completed. The story has not been featured in The Living Med website because of a persistent technical problem with the server. It has been published in Jaime Rojo's personal website

2.3.3 *Social media entries* – 100% completed. The social media campaign included 19 Facebook posts, 8 tweets and 7 Instagram posts with mentions, links and content related to the conservation activities of CEPF in the Balkans.

2.3.4 *Report of traffic* – 100% completed. We estimate that the total reach of the campaign surpassed 300,000 people (see Annexe for details)

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

No, all components were completed, although some of them later than expected. Still, the impact of the campaign at the end of the year was very positive.

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

1. Archive of 100 images
2. Short video of 6 min about the conservation story in Skadar Lake
3. Short timelapse video of 1min that sets the mood of the region.
4. Report of web traffic and impact

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.

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

The collaboration with the local partners in Skadar Lake was key for the design process of our project. It was their knowledge of the story, their expertise and their contacts that made this possible.

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

The same applies for project implementation, particularly in the logistics and the understanding of the complexities and layers of the story.

Other lessons learned relevant to conservation community:

Probably the biggest lesson for our team was the administrative work required to keep up with the project. Many photographers are not used to this kind of intensive reporting system and in some stages of the project it represented a challenge, as we spend a lot of time in the field and usually don't have an administrative structure in the offices that can keep up with this kind of work.

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
Nikon Mexico	Co-financing	6,000 USD	In-Kind, equipment
iLCP	Co-financing	4,000 USD	In-Kind, communications

****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) Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF 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.

The economic sustainability of communications projects is not a real goal, as they are usually dependent on funding for the production. However, replicability is easier to achieve. Project such as

Skadar can be replicated in many different sites where the grantees of the CEPF are working or in areas that need special attention of the broader public. But they require a specific approach for communications, as this projects differs significantly from the traditional management of a non-profit.

Summarize any unplanned sustainability or replicability achieved.

As a result to our visit to Prespa, Greece, a local stakeholder has expressed interest in producing a similar campaign for their conservation activities.

Safeguard Policy Assessment

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

Additional Comments/Recommendations

We applaud this effort and encourage CEPF to continue issuing Call for Proposals that are specific for communications purposes related to their projects in the region, but also, in a broader sense, to participate in the production of communication materials about the Mediterranean Hotspot that can inspire the broader public and future donors.

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, and publicized in our newsletter and other communications.

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Annexe I. Communication Campaign

A. Published Stories

International

Smithsonian Magazine Online

http://www.smithsonianmag.com/science-nature/how-floating-nests-may-save-one-worlds-largest-water-birds-180957439/?no-ist&utm_content=buffer1d990&utm_medium=social&utm_source=facebook.com&utm_campaign=buffer

National Geographic Voices

<http://voices.nationalgeographic.com/2015/12/22/skadar-lake-joining-forces-to-save-the-last-breeding-colony-of-dalmatian-pelicans-in-montenegro/>

BBC Earth (a complete article is pending publication for the first days of January)

<http://www.bbc.co.uk/programmes/p03cnhxy>

Balkans

<http://portalanalitika.me/clanak/213258/video-pogledajte-film-o-pelikanima-na-skadarskom-jezeru-sa-national-geographic-a>

<http://www.cdm.me/drustvo/crna-gora/i-national-geographic-pise-o-pelikanima-na-skadarskom-jezeru>

<http://czip.me/aktuelno/424-pelikani-skadarskog-jezera-ponovo-na-nacionalnoj-geografiji>

B. Results of Social Media Campaign

The social media campaign took place between Oct 1st, 2015 – Dec 30th 2015. These are the numbers that summarize the impact

Facebook

16	Posts
22,185	Total Impressions
9,714	Max. Impressions of a single post
5,436	Maximum Reach
774	Max. Engaged Users of a single post
2,225	Total Sum of Engaged User
745	Average Reach
780	Likes to post
65	New Page Likes

Twitter

12	Tweets
9,347	Impressions
1.7	% Average Engagement Rate

9.8 % Max. Engagement Rate
52 Retweets
21 Link clicks
49 Likes
39 New followers

Instagram

8 Posts
165 New followers
152 Likes

Vimeo

3,095 Views of Skadar Film
7 Likes
1 New follower

C. Presentations

Friday, Oct 2nd 2015
MontPhoto Festival, Lloret de Mar, Spain
<http://fest.montphoto.com/portfolio/francisco-marquez/>

Monday, Nov 16th 2015
WildSpeakDC Festival, Washington DC
<http://conservationphotographers.org/wildspeak/wildspeak-events/>

Tuesday, Nov 17th 2015
CEPF Headquarters, Washington DC
Internal presentation.

Performance Tracking Report Addendum

CEPF Global Targets

1 May 2014 – 30 Nov 2015

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.

Project Results	Is this question relevant?	If yes, provide your numerical response for results achieved during the annual period.	Provide your numerical response for project from inception of CEPF support to date.	Describe the principal results achieved from July 1, 2013 to June 30, 2014. (Attach annexes if necessary)
1. Did your project strengthen management of a protected area guided by a sustainable management plan? Please indicate number of hectares improved.	N/A			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?	N/A			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.	C			
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

