

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: Independent Producer Center “Yeni Dalga”

Project Title (as stated in the grant agreement): Mobilization of Civil Society to Solve Biodiversity Conservation Problems

Implementation Partners for this Project:

- NGO “Journalists-ecologists”
- NGO “Entrepreneurship Development Foundation”
- NGO “Tehsil”

Project Dates (as stated in the grant agreement): 1 December 2006 – 31 December 2008

Date of Report (month/year): February 2009

II. OPENING REMARKS

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

The success of this project is in joint efforts of Yeni Dalga Producer’s company, two NGOs and one professor Dr. Fikret Babayev. Only by joint efforts it was possible to implement so different activities such as shooting films in nature, training students-journalists, organizing press-trips and publishing 1 book, at least 50 newspaper and internet articles and 4 bulletins. The project was one of few examples of cooperation between private, non-governmental non-commercial organizations and scientific community in Azerbaijan.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: *Project will have impact on wide layer of the society especially through TV broadcasting. The local population besides to African species which are shown by different TV channels will be familiar with local species. They will be aware which of them are threatened and needs care of the humankind.*

The local decision maker will be familiar with the problems of biodiversity and they will be instructed to change their way of thinking. A new generation of students-journalist will be trained with environmental knowledge.

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level: <i>Project will have impact on wide layer of the society especially through TV broadcasting. The local population besides to African species which are shown by different TV channels will be familiar with local species. They will be aware which of them are threatened and needs care of the humankind. The local decision maker will be familiar with the problems of biodiversity and they will be instructed to change their way of thinking. A</i>	The project has real influence on wide layer of the society. Films about nature of Azerbaijan and threatened species are being broadcasted by private countrywide channel “Khazar TV”. It is the first TV programme with visual materials about the nature of Azerbaijan after collapsing of soviet system. New generation and all population with great interest get informed about their own nature. At least 50 newspaper articles published after

<i>new generation of students-journalist will be trained with environmental knowledge.</i>	press trips in 4 CEPF corridors have been widely discussed among population. Some of them have shaken the decision makers and the Ministry of Ecology and Natural Resources even had to distribute press releases explaining the root causes of facts described in articles.
<i>1. Indicators of these purposes are the project products: films, bulletins, dictionary, trained students-journalists, broadcasting time etc</i>	All indicators are met

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

First achievement of the project is raised awareness of the population. It is obvious from thankful letters of different people to the address of Yeni Dalga for the interesting films about nature of Azerbaijan; to the address of NGO "Journalists Ecologists" for lightening of environmental problems in remote areas. More information on how population is more aware is possible by carrying out sociological surveys which need additional efforts and funds.

Although it is difficult to change decision makers, but we can show our input also in this direction. For example, our journalists published lots of articles in newspapers about catastrophic state of forests outside of PAs in Hyrcan and Greater Caucasus corridors. First, ministerial officials spread press-releases against us to prove the opposite, but soon 18 923 has of relic forest in Hyrcan corridor and 23 505 hectares of mountain forests in Greater Caucasus have been taken under strict protection officially by the decrees of the Cabinet of the Ministers through including them into Hyrcan National Park and Zagatala Strict Nature Reserve accordingly. Forests became protected at the very place where our journalists had their press trips and described the situation.

Were there any unexpected impacts (positive or negative)?

Since everything (positive or negative) is expected in Azerbaijan we didn't have anything unexpected during the project implementation.

IV. PROJECT OUTPUTS

Project Outputs: Enter the project outputs from the Logical Framework for the project

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1: Organization of 6 series cycle of television broadcasts about the wild nature of Azerbaijan and the problems of biodiversity	6 series cycle of television broadcasts are organized and population is being informed about nature of Azerbaijan and endangered species. It is the first attempt after the soviet times to organize TV broadcast with visual materials about the nature of Azerbaijan.
<i>1.1 Quantity of telecasts and films</i>	6 films have been shot
Output 2: Publication of the bulletin "Ecological cost of power projects: BIODIVERSITY"	Energetic projects for development of oil gas industry in Azerbaijan have impacted the environment through pollution, habitat fragmentation along the pipelines. All these problems have been described in bulletins published by partner NGO "Entrepreneurship Development Foundation" and distributed in libraries and among other stakeholders.

<i>2.1 Quantity of the issued bulletins</i>	4 bulletins have been published
Output 3: Selection and preparation of journalists for their subsequent participation in shootings and representation of television films on the theme of biodiversity	2 journalists have been selected for participation in shooting of films and representation on TV
<i>3.1 Quantity of specially trained journalists</i>	2 journalist have been specially trained
Output 4: Organization of the journalists' trip to the most ecologically vulnerable regions of Azerbaijan within the limits of areas of CEPF	4 press trips have been organized with participation of journalist representing 12 countrywide newspapers. Zagatala-Belokan district in Greater Caucasus, Ordubad district in east Lesser Caucasus, Salyan, Neftchala districts in Caspian corridor and Lenkoran-Astara districts in Hyrkan corridor have been visited by journalists. Coming back home at least 12 articles have been published by these journalists after each trip. The total number of articles was more than 50. Journalists tried to describe environmental problems in order to carry the attention of local decision makers toward these problems. Articles have been discussed widely among the society. Best articles have been awarded.
<i>4.1 Quantity of reports from most ecologically vulnerable areas within the limits of CEPF corridors</i>	At least 10 TV reports have been organized from the corridors
<i>4.2 Quantity of articles in mass-media</i>	At least 50 articles have been published in countrywide newspapers and electronic Mass Media
Output 5: Carrying out of a series of lectures for students of the faculty of journalism	About 120 students of the Journalists faculty have been trained by professor F. Babayev in 2 universities: Baku State University and Azerbaijan International University
<i>5.1 Quantity of specially trained students and level of their knowledge</i>	120 students trained
Output 6: Publication of the special directory-dictionary on ecology for journalists	A special dictionary for journalist has been published with environmental terminology by professor F. Babayev. Dictionary is also useful for people of other specialization and public
<i>6.1 The ecological dictionary - directory</i>	500 copies of the dictionary have been published

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

All outputs have been delivered. It was possible thanks to WWF local office great support and active work of partners who was professionals in their own fields.

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

All minimum programme has been realized. Of course, our plans were large, but due to problems with entering the PAs we had to find optimal solution.

V. SAFEGUARD POLICY ASSESSMENTS

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

Lots of lessons have been learned during the project implementation. First of all, we understood that nothing is possible to do without close cooperation with government agencies. Second, we understood that time and funds for such ambitious project were not planned enough. Third, we understood that only by joint efforts of several organizations some results can be achieved. We understood that organizing of press trips to vulnerable sites is effective tool to influence decision makers. We shall include this component in all our future projects.

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

3 main activities (training of journalists, organization of press-trips, publishing of information materials, book etc) have been implemented by very skilled partners professionally and in time. The only activity which took abnormal time and efforts was shooting of films in nature, especially when it was impossible to get permission to do it in PAs.

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 in USD	Notes

****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.

In addition to CEPF project Yeni Dalga produced 10 films (each film lasts 100 seconds) last year. One of them received Grand Prize at the festival in Iran.

Now Yeni Dalga is working on project about current status of sturgeon species in Caspian Sea. All 6 species of sturgeon in Caspian are included into IUCN Red List. Sturgeon species are the flagship species for WWF in Caucasus besides to leopard and Yeni Dalga hopes to get support from WWF. Yeni Dalga has already equipped team for shooting films under water.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

Our recommendations for CEPF is to support more awareness projects, because they are more effective in building of civil society and nature conservation than direct infrastructure development and alternative livelihood projects. Only by changing of consciousness of the masses and growing new generation is possible to achieve real conservation of nature.

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.

Please include your full contact details below:

Name: Rasim Hasanov

Organization name: "Yeni Dalga" Producers' company

Mailing address: AZ1000, Baku, 1, S.Vurgun str., ap.# 39

Tel: + 994 12 493 36 42

Fax: + 994 12 493 36 42

E-mail: y.dalga@bk.ru and irada_eyvazova@rambler.ru