

# CEPF FINAL PROJECT COMPLETION REPORT

## I. BASIC DATA

**Organization Legal Name: National Fish and Wildlife Foundation**

**Project Title (as stated in the grant agreement): Support to *Save The Tiger Fund***

**Implementation Partners for this Project:**

**21st Century Tiger**

**American College of Traditional Chinese Medicine, USA**

**AMUR**

**Animal Welfare Institute**

**Animals Asia Foundation**

**Ashoka Trust for Research on Ecology and Environment, India**

**Association of Zoos & Aquariums**

**Big Cat Rescue**

**Born Free Foundation**

**Born Free USA**

**British and Irish Association of Zoos & Aquariums**

**Care for the Wild International**

**Center for Environmental Education, India**

**Center for Wildlife Studeis, Inida**

**Conservation International**

**Council of Colleges of Acupuncture and Oriental Medicine**

**Cubism Branding Corporation**

**David Shepherd Wildlife Foundation**

**Department of Forest, Nepal**

**Department of National Parks and Wildlife Conservation, Nepal**

**Department of Forest Protection and Nature Conservation, Indonesia**

**Department of Wildlife and National Parks, Malaysia**

**Education for Nature – Vietnam**

**Environmental Investigation Agency**

**Environmental Justice**

**Flora and Fauna International, Sumatra**

**Four Elements Consulting**

**Global Tiger Patrol**

**Humane Society International**

**Humane Society of the United States**

**Horizon Research, China**

**International Fund for Animal Welfare, China**

**International Rhino Foundation, Sumatra**

**International Trust for Nature Conservation**

**King Mahendra Trust for Nature Conservation, Nepal**

**Kudremukh Wildlife Foundation, India**

**Minnesota Zoo Foundation**

**Nature Conservation Division, Bhutan**

**Nature Conservation Foundation, India**

**Oxford University**

**PeunPa**

**Phoenix Fund**

**Species Survival Network**

**State University of New York**

**SQN Communications**

The Fund For The Tiger  
Tigris Foundation  
Tour Operators for Tigers  
TRAFFIC International  
University of Minnesota  
WCS  
WF 360 LLC  
WildAid  
WildAid Foundation of Thailand  
Wildlife Alliance  
Wildlife Conservation Nepal  
Wildlife Conservation Society  
Wildlife Trust of India  
WWF  
Wildlife Watch Group  
World Association of Zoos & Aquariums  
World Society for the Protection of Animals  
Yayasan WWF Indonesia  
Zoological Society of London  
...and others.

**Project Dates (as stated in the grant agreement): January 1, 2004-December 31, 2008**

**Date of Report (month/year): May 2009**

## II. OPENING REMARKS

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

This grant agreement supported a project with two separate parts and phases that provided direct and measurable outcomes for tiger conservation. The first phase of this project supported grant making by Save The Tiger Fund (STF) to encourage STF investments in conservation efforts in CEPF focal regions as a means to catalyze more significant and measurable conservation outcomes for wild tigers and the landscapes in which they live. The second phase supported a three-year initiative called the Campaign Against Tiger Trafficking (CATT), aimed at catalyzing an organized response to stop illegal tiger trade. The period between September 1, 2005-December 31, 2008 (as per the amendment to the grant agreement on 6/18/08) was mainly focused on the output 6 (i.e. the deliverables of CATT).

## III. ACHIEVEMENT OF PROJECT PURPOSE

**Project Purpose:** *Tiger conservation efforts mature and become increasingly effective through building local conservation leadership, expanding conservation alliances, refining donor investment strategies, reductions of threats to biodiversity, and increased donor investment and collaboration. If this project is successful, then the global traditional Chinese medicine (TCM) industry will agree that tiger products should be banned in perpetuity; the wearing of tiger skin will become unfashionable and shameful among Tibetans; the 2008 Beijing Olympics will endorse the need to stop all tiger trade; China will make its 1993 ban on tiger trade permanent; and, China and India will engage in regular joint, intelligence-led law enforcement operations to stop smuggling of tiger parts from India to China.*

**Planned vs. Actual Performance**

Indicator	Actual at Completion
<b>Purpose-level:</b>	
<i>Conservation alliances encouraged by STF and CEPF continue to work together to ensure conservation of wild tigers and their habitats.</i>	STF coordinated with partners, including CEPF grant managers, to scale up the conservation returns of its grant investments in key conservation hotspots. STF continued to play a role of neutral convenor that brings scientists, managers, policy makers, donor agencies, development agencies and key stakeholders together for tiger conservation. Under the Campaign Against Tiger Trafficking (CATT), STF catalyzed the International Tiger Coalition (ITC), an unprecedented alliance of 40 NGOs to speak with one to put an end to tiger trade and consumption. Starting with CATT's efforts, Through CATT, STF played a critical role in catalyzing the World Bank to engage in tiger conservation. The World Bank together with the Global Environmental Facility, Smithsonian Institution and the ITC launched the Global Tiger Initiative (GTI) in June 2008.
<i>Other donors step in to sustain STF for at least 10 years beyond CEPF/Exxon Mobil funding.</i>	STF and CEPF leveraged matching funds from the Rufford Maurice Laing Foundation to support CATT. Furthermore, STF significantly increased donations from the general public as a result of the activities associated with this grant. However, despite efforts to do so, STF has not been successful in getting additional large corporate donor partners engaged to sustain STF in the long term because of its strong Exxon/Mobil branding.
<i>Landscape-level tiger conservation efforts gain momentum with stakeholders and donors.</i>	Setting Priorities for the Conservation and Recovery of Wild Tigers: 2005-2015 published in 2006, supported by STF, with the Smithsonian Institution's National Zoological Park, Wildlife Conservation Society and World Wildlife Fund, brought together the latest scientific information on tigers in the wild particularly the status of habitat and tiger conservation landscapes (TCL) with prescribed actions for range-wide recovery of tiger population. The document has been widely shared with government departments and civil society in all tiger range countries and to stakeholders globally and is being used by conservation partners, governments, and donors to guide their landscape-level tiger conservation efforts and investments. A recent India tiger population survey report identified other key tiger conservation landscapes in India. The World Bank is using both of these documents in its GTI. The TCL map is intended to be live and gets updated as more information become available on habitat, tiger and prey population.
<i>Trust funds are established to sustain landscape-level tiger conservation.</i>	A trust fund to support landscape-level tiger conservation is still a work in progress under the auspices of the World Bank and the GTI. Development of a sustainable financing mechanism to support tiger conservation works is underway in conjunction with the World Bank - sponsored Year of the Tiger Summit in 2010. Efforts continue to engage various corporate partners in supporting tiger conservation.
<i>Key stakeholders, including relevant governments,</i>	Key stakeholders, including tiger range states and

<p><i>continue to collaborate to reduce poaching of and trafficking in tigers and their prey.</i></p>	<p>other CITES Parties worked, closely with the CATT campaign. These efforts were moderated by ITC and passed by consensus in June 2007 a CITES decision calling for a ban on captive breeding of tigers for trade in their parts and derivatives. The ITC and GTI continue to work toward better enforcement of tiger-trade bans with tiger range and consuming countries. STF grants have been made to support strategic actions for increased patrolling, intelligence gathering, law enforcement, capacity building, community engagement to reduce poaching and demand reduction. Support was given to establish a regular patrolling system (e.g., MIST) to reduce all kinds of illegal activities in tiger reserves. Bilateral, regional, and interantional cooperation also were being enhanced through grant awards and STF expertise. For example, STF has awarded grants to support bilateral and multilateral cooperation between Russia and China; among China, India and Nepal, and regionally through ASEAN-WEN, which is a collaboration of ASEAN governments, which works with Interpol, UNODC, CITES, World Customs Organizations, and other governments like China, India, Japan, and S. Korea. A regional cooperation in South Asia (SA-WEN) is also in a developmental stage replicating to ASEAN-WEN. STF support to a local NGO in Nepal (Wildlife Conservation Nepal) has catalyzed police attention to control tiger trafficking. The long term plan is to engage the enforcement agencies like police, customs, postal services, and the judiciary in curbing illegal trade and trafficking in tigers and their prey.</p>
<p><i>Human/tiger conflicts reduced or measurably mitigated in priority tiger conservation areas.</i></p>	<p>Grants were made to Bhutan, Nepal, and Sumatra (CEPF focal areas) and other tiger range countries including Russia, India and Malaysia to address human-tiger conflicts through scientific studies to measure the extent of the problem and sustainable mitigation measures. Bhutan has established a compensation fund to pay the local community for the loss of livestock to tigers in exchange for not taking retaliatory actions against tigers. In Sumatra, STF supported training of local officials in the capture and release of problem tigers. STF also supported awareness campaigns to educate local communities about measures to avoid conflicts with tigers as well as supporting emergency teams to take immediate action to fatal encounters with tigers. Successful models to reduce human/tiger conflicts and mitigation measured developed in different countries were shared through publications, websites, and informal discussions in various meeting venue.</p>

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

The project was successful in building unprecedented alliances for tiger conservation, including the International Tiger Coalition and the World Bank's Global Tiger Initiative -- both of which continued their allied activities for wild tigers after the CEPF funding period. These alliances directly support the sharing of information and collaboration of local and international

organizations for tiger conservation. Furthermore, the project also was successful in reigniting international interest in stopping tiger trade, especially in the context of the Convention on International Trade in Endangered Species of Wild Fauna and Flora (CITES). The alliance built under this project created synergy in targeted tiger conservation measures and landscape level tiger conservation efforts in all tiger range countries. Progress has been made to address various tiger conservation issues such as human-tiger conflicts, restoration of key corridors, capacity building, better management practices, tiger friendly infrastructure development in high value tiger conservation landscape and building political support to tiger conservation within government ministries in key tiger range countries.

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

Through CATT, STF was able to catalyze the International Tiger Coalition and the World Bank's Global Tiger Initiative. STF continues to work closely with the World Bank on the GTI. While building an active alliance and engagement of the World Bank in stopping tiger trade were part of CATT's original objectives, the actual deliverables exceeded expectations. In addition, the evaluation of its past grants helped STF raise the quality of grant proposals and of measurable outcomes from STF-supported projects.

**IV. PROJECT OUTPUTS**

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

**Planned vs. Actual Performance**

Indicator	Actual at Completion
<b>Output 1: Potential grantees identified, assisted with project development and supported in carrying out strategic tiger conservation projects.</b>	This program developed a proactive approach to identify potential grantees. Staff solicited proposals from organizations identified as having key competencies and provided support to increase local capacity and also to local and regional conservation efforts. Based on the available information from the past grants and TCL report, Save The Tiger Fund formulated a strategic plan for tiger conservation with focused investment in areas with high potential of measurable success. STF provided support to applicants in the development of strategic proposals that would address the emerging challenges on tiger conservation and also complemented the efforts of governments and other groups through the development of conservation action plans, providing critical training and equipment and support key tiger trade market studies.
<i>Request for proposals announced internationally twice yearly.</i>	This was done regularly during the grant period with an announcement through the STF website and also sending out mass email. After mid 2005 only output 6 was active under this grant.
<i>Full vetting of proposals by reviewers, STF staff, and STF Council twice yearly.</i>	Proposals were solicited to existing and new conservation partners following the adaptive management strategy and key challenges and opportunities. All the proposals received were reviewed by the STF staff and sent for independent external reviews from experts in the field as well as to the experts and government partners in the field for synergy and avoiding duplication. The STF

	<p>Council vetted each of the proposals recommended by the STF staff based on the reviews from experts, their strength and deliverables.</p>
<p><i>Strategic tiger conservation projects awarded grants based on revised Tiger Conservation Unit analysis (which prioritizes locations offering wild tigers the highest probability of long-term survival) by the second tranche of year two.</i></p>	<p>The Tiger Conservation Landscape analysis Report (Setting Priorities for the Conservation and Recovery of Wild Tigers: 2005-2015) published in 2006 generated extensive media interest all over the world. The TCL recommendation was fully integrated into the program and STF grant awards were directed to priority landscapes. STF started focusing its grants to key landscapes with potential for the long term tiger population viability. STF currently awards multiple year grants (upto 3 years) in tiger conservation projects in 7 mega landscapes. Small grants are made available to other TCLs depending on the urgency particularly to support the local capacity and sustain tiger conservation efforts from the civil society.</p>
<p><i>Grant outcomes monitored and evaluated to assess value to tiger populations and habitats on a schedule articulated in M &amp; E plan completed by month twelve.</i></p>	<p>Evaluation of the past grants between 1995-2004 was completed and published in a peer reviewed journal. The findings of the evaluation were used to determine future investment strategy based on successful interventions and lessons learnt. Periodical field visits were made to priority landscapes and CEPF hotspots to assess the outcomes of the grant supports and also provide the necessary technical and networking support. The program staff helped grantees in developing a clearly laid out log frames in the proposal that defined indicators, outputs, and outcomes and they were evaluated during the field visits.</p>
<p><b>Output 2: Donor and grantee partnerships developed and maintained in order to scale up conservation impacts of STF investments.</b></p>	<p>Partnership with existing grantees and other new potential grantees were improved through regular communication and meetings during the periodical field visits. Identification of necessary skills and cross learning experiences among grantees were facilitated to improve the institutional capacity of grantees. Various key players were brought in together to undertake various conservation challenges using their strength.</p>
<p><i>Develop and implement wildlife trade strategy in collaboration with CEPF and other and other partners.</i></p>	<p>STF's efforts to develop and implement a tiger trade strategy led to the creation of CATT and its business plan, which led to creation of the ITC and its coordinated approach to stopping tiger trade. STF grants funded myriad partners in addressing tiger trade from various angles, including market surveys, demand reduction campaigns and the development of ASEAN-WEN as a regional mechanism for reducing illegal wildlife trade. STF grants also supported Nepal and Indonesia build their capacity to police wildlife trade.</p>
<p><i>Grants made in collaboration with CEPF to encourage partnerships among grantees and donors in order to scale up conservation outcomes to landscape-level.</i></p>	<p>CEPF grant director and coordinators were consulted to review STF grant proposals and the inputs from CEPF Council member were incorporated in awarding the grants. The proposals were critically reviewed from the perspectives of measurable conservation outcomes at the landscape level. In consultation with partners, the grant awards were more focused on hotspots or priority TCLs considering the ecological requirements for the long term sustenance of viable tiger population.</p>

<b>Output 3: Communications and public outreach for tiger conservation developed and implemented.</b>	Various outreach materials were prepared to be communicated through the website or the Tiger Watch Newsletter.
<i>STF website redesigned by month twelve and updated weekly by designated maintenance team.</i>	STF website was brought in-house, redesigned and maintained regularly by a team of STF and IT staff in the Foundation. The website ( <a href="http://www.savethetigerfund.org">www.savethetigerfund.org</a> ) has added substantial wealth of information on tigers, the grant library, final project reports, scientific papers, and other publications from STF support, online interactive tiger mapping and survey tools, discussion board, online grant submission process, newsroom, etc. Many of the reports and the Riding the Tiger book were scanned and posted in the website for an easy reference for the users. The TCL reports and interactive landscape maps in the website have attracted many users.
<i>STF/CEPF partnership formally launched in month two.</i>	The STF/CEPF partnership was formally launched at the National Zoo in Washington, DC, in early 2004.
<i>STF historical report revised and published by month six and distributed to targeted partners and donors by month ten.</i>	A brochure "Securing the Future" was published describing the STF accomplishments, summary of its strategic investment plan, overview of tiger status worldwide, etc. and distributed widely to all the partners.
<i>Congressional International Conservation Caucus briefed on STF.</i>	At least two hearings of the Committee on Natural Resources were held in 2007 and 2008 on the plight of tigers, status of their habitat based on the TCL report, threats from illegal trade and trafficking and the existing market demand where many of the STF grantees testified.
<i>Strategy and production of Tiger Watch newsletter reviewed and implemented</i>	STF Strategic Plan was prepared and endorsed by the STF Council in 2005. Subsequently, a business plan was also developed. All the STF grant awards are based on the priorities identified in the strategic and business plan. The Tiger Watch Newsletter is published in-house on a quarterly basis and posted online and also mailed/emailed to individuals to provide updates on conservation works and status of tigers.
<i>Media strategy defined and implemented by communications team of CEPF, ExxonMobil, and NFWF.</i>	The STF communication strategy was developed to cover different age groups and interest groups of the civil society and implemented through the website posting and also through the newsletter and give away materials.
<b>Output 4: Programmatic evaluation of STF tiger conservation investments developed, carried out, and results integrated into future grantmaking strategy.</b>	An archival evaluation of the grants between 1995-2004 based on the final reports were completed and published in peer reviewed journal. The findings of the evaluation was fully integrated into the grant making strategy of the program.
<i>Terms of Reference written for evaluation of conservation effectiveness of STF investments by month twelve.</i>	A standard ToR and method was developed prior to the evaluation of the effectiveness of the STF grants. All the grant reports were evaluated using the same method and ratings were given based on the promised and actual deliverables and their effectiveness in tiger conservation outcomes.
<i>Implementation of evaluation protocols begun in year two.</i>	An investment strategy was developed based on the evaluation report. The report also served as an important guideline in developing clearly defined goals and deliverables in the log frame in the proposal tied up with conservation strategy of the program.
<i>Evaluation completed by end of year three.</i>	The evaluation was completed and successfully

	implemented for all grants using a logic framework model enhancing the measurable conservation outcomes with well defined indicators of success.
<i>Evaluation shared with STF Council and CEPF upon completion of evaluation.</i>	The report was shared with the STF Council and the CEPF and was also published in a peer reviewed journal.
<i>Changes in STF conservation investments recommended by STF Council to be implemented in year four.</i>	The business plan lays out STF's strategic investments based on the recommendations of STF Council, partners, evaluation report, and TCL report.
<b>Output 5: Internal grant making policies and procedures revised to accommodate increased portfolio and broader donor coalition.</b>	Grant making policies have been continually upgraded and made online submission system to make it easier for the applicants.
<i>Grant contracts revised to reflect CEPF guidelines.</i>	Grant contracts were revised to incorporate clearly defined deliverables, their measurable outcomes, and indicators. CEPF guidelines were followed in drawing the grant contracts.
<i>Financial accounting system updated to meet financial reporting requirements of donors.</i>	Quarterly financial reporting system was developed to meet the donor's requirements.
<i>Grant application procedures revised to meet goals of expanded partnership.</i>	Online grant application has been successfully implemented to facilitate the application process. Suggestions from applicants were also incorporated in the developing the online submission process to make it more user friendly. The reviewers and the Council members can access the proposals online for their review and comments.
<b>Output 6: Campaign Against Tiger Trafficking (CATT) is working with tiger range and consuming countries, as well as consumers of tiger parts, to stop the trade in tigers and their derivatives.</b>	During its three-year term, the Campaign Against Tiger Trafficking (CATT) was successful in building an alliance of some 40 NGOs from the conservation, zoo, animal welfare, traditional Chinese medicine and responsible tourism sectors, representing millions of members around the world. For the first time in history, these disparate organizations came together to form the International Tiger Coalition (ITC) and speak with one voice to stop tiger trade from all sources. CATT worked with tiger range and consuming countries and the World Bank to achieve other unprecedented outcomes.
<i>CATT is launched in September 2005.</i>	STF launched CATT in September 2005 and has continued as the ITC, which incorporated CATT's mandate into its strategic plan through 2011.
<i>CATT is collaborating with tiger range and consuming countries to strengthen initiatives to stop poaching, smuggling and trafficking of tigers and their parts.</i>	CATT worked in close collaboration with tiger range and consuming countries in the context of 1) strengthening CITES implementation as it relates to stopping tiger trade, and, 2) encouraging China to keep its invaluable domestic tiger-trade ban in place. The ITC will continue to collaborate with government and NGO partners in key tiger range and consuming countries on measures to stop tiger trade from all sources. In the United States, CATT commissioned TRAFFIC to research whether captive tigers in the US are entering international trade and undermining the CITES ban.
<i>CATT is working with CITES Secretariat to strengthen enforcement efforts by CITES Parties to stop tiger trafficking.</i>	As moderator of the ITC, CATT worked closely with CITES Parties to ensure a landmark CITES decision against farming of tigers for trade in their parts and derivatives. The decision was adopted by consensus of the Parties at CoP14 in 2007. In 2008, the ITC encouraged CITES Parties to demand implementation of the July 2007 decision against tiger farming. At the 57th Meeting of the CITES Standing Committee in July 2008, ITC member



	<p>organizations coordinated their interventions to support the recommendations of India that asked that relevant Parties be required to report on their efforts to phase out tiger farming. As part of a CITES Secretariat working group, the ITC helped ensure that a Notification was issued on October 8, 2008 asking all Parties to report back to the Standing Committee in July 2009 on their efforts.</p>
<p><i>CATT is collaborating with traditional Chinese medicine industry to discourage all use of tiger parts as medicine.</i></p>	<p>CATT worked in formal partnership with the American College of Traditional Chinese Medicine (ACTCM) and China's World Federation of Chinese Medicine Societies (WFCMS) to dissuade use of tiger products and to encourage China to phase out tiger farming. Unfortunately, the tiger-farm lobby was able to twice postpone an international conference in Beijing to discuss why traditional Chinese medicine (TCM) no longer needs or wants to use tiger bone. In partnership with the TCM community, the ITC will continue to help this message be disseminated in China and around the world. Fortunately, CATT was able to commission a public-opinion survey in China that documents that more than 90% of Chinese support China's tiger-trade ban, for the sake of saving wild tigers and China's international image.</p>
<p><i>CATT is collaborating with Buddhist leaders to discourage all use of and trade in tiger parts as ornamentation or medicine.</i></p>	<p>Shortly after the inception of CATT, organizations that would become members of the ITC convinced Buddhist leaders to speak out against the use of tiger skins, after which the practice nearly stopped over night. Members of the ITC have remained steadfast in communicating with Buddhist leaders and other sources to monitor the still declining use of tigers skins by Tibetans in China and India.</p>
<p><i>CATT forms alliances with and among all NGOs working on stopping tiger trade and serving as an informational clearing house for related stakeholders.</i></p>	<p>CATT was successful in catalyzing and moderating the ITC, which continues to actively operate as a global alliance speaking with one voice against tiger trade and tiger farming. The ITC has carried on CATT's successful role as an international clearinghouse for information related to tiger trade, and will continue to do so, as specified in its new three-year strategic plan. The ITC won a national award for its communications campaign in the lead up to the CITES CoP in 2007, and CATT supported the creation of a website in China that serves as a clearing house for information on tiger and tiger trade in Chinese.</p>
<p><i>CATT has raised at least an additional \$1 million in funds for STF to grant to NGOs working on stopping tiger trade.</i></p>	<p>The high visibility of CATT activities via the ITC helped increase public donations to STF. In addition, the success of CATT and the ITC in catalyzing World Bank involvement in tiger conservation has generated more than \$1 million in additional funding for tiger conservation from the Bank and GEF.</p>
<p><i>Lead an organized international effort to stop tiger trade.</i></p>	<p>CATT succeeded in catalyzing an unprecedented international effort to stop tiger trade that continued to operate as the ITC after the close of CATT's three-year term. Under the ITC's CATT-funded strategic plan, the ITC will continue CATT's mandate.</p>

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

During the CEPF grant period, STF provided strategic grant support in conservation of tigers and other endangered species sharing the same habitat in the CEPF focal regions. This support included scientific studies, capacity building and local leadership development, monitoring, tiger-human conflicts, anti-poching patrol, public outreach campaign through PSAs, websites, and publications, partnerships with traditional Chinese medicine communities, tiger-related activities at CITES, and other projects enlisting stakeholders in tiger range countries.

CATT's establishment of the International Tiger Coalition was an unprecedented success for tiger conservation, giving the conservation community a powerful voice in keeping tiger-trade bans in place. An independent evaluation concluded: "By organizing, mediating, and supporting the ITC, it is clear that CATT's efforts have improved the NGO community's ability to combat tiger trade. The ITC is able to effectively define and work toward common goals, plan, share information, campaign, and reach key decision makers, as demonstrated by the ITC's activities leading up to and during 14<sup>th</sup> Conference of the Parties (COP 14) to the Convention on International Trade in Endangered Species (CITES) in June of 2007, which resulted in a decision by the delegates stating that tiger breeding operations should not be bred for trade in their parts and derivatives. By many accounts, the ITC represents a degree and effectiveness of collaboration that is not only unprecedented but that defies many of the ills that have long plagued big cat conservation work."

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

The establishment of a Tiger Trust Fund and attracting additional donors to sustain STF program has proven to be difficult. Significant progress was made to attract contributions from general public but large and corporate donors could not be brought on board. There is definitely a need to bring major donor partners to sustain STF program. Development of innovative financing mechanism to support tiger conservation works are being seriously discussed with the World Bank and partners in the Global Tiger Initiative launched by the World Bank.

Where tiger trade is concerned, China's tiger-trade ban has not been made into law and there is still a risk that tiger farming will continue and trade in farmed tiger products will be allowed in China, which could endanger the survival of all remaining wild tiger populations. Despite CATT's success in documenting Chinese attitudes in favor of banning tiger trade, the tiger-farming lobby in China was able to suppress widespread media coverage of this issue and to mute the Chinese medicine community's objection to reopening trade. The threat posed to wild tigers from trade will not be abated until tiger-trade bans are made permanent and enforced fully through intelligence-led police work backed up by far-reaching public awareness campaigns to ensure consumers are aware of the bans and why they are necessary.

## **V. SAFEGUARD POLICY ASSESSMENTS**

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

No action was required toward CEPF's environmental and social safeguard policies during the course of this 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.***

Many lessons were learned during the various phases of this project, especially with regard to building and maintenance of working conservation alliances as well as the essential importance of highly focused goals, reliable monitoring, regular evaluation and the requirement of long-term funding support to ensure the sustainability of tiger conservation. Lessons also were learned about the difficulty of discussing the threats posed by tiger farming as long as it is perceived as a "sensitive" subject in China. This had a chilling effect not just in China but also in other countries and in key international forums.

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

CEPF support allowed STF to increase the size and narrow the focus of its investments, which helped scale up conservation outcomes for tigers catalyzed by STF. The premature end of CEPF support for STF grant-making cut short this increased influence in key landscapes.

CEPF support to CATT made it possible for STF to expand beyond its grant-making role and set a milestone in bringing together many disparate organizations to speak with one powerful internationally-heard voice against tiger trade and trafficking.

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

The evaluation during this project of the past STF grants contributed significantly to strategic STF investments in tiger conservation landscapes utilizing direct and measurable outcomes. CEPF support allowed expansion of the STF website into a global information clearing house on tiger conservation and a more effective fundraising tool.

The highly focused mission of CATT to keep China's tiger trade ban in place served, and continues to serve, as a powerful catalyst for disparate organizations to work in alliance and speak with one voice for tigers, which has had an enormous positive impact on policy issues pertaining to tiger trade.

**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.***

<b>Donor</b>	<b>Type of Funding*</b>	<b>Amount</b>	<b>Date Received</b>	<b>Notes</b>
ExxonMobil	B	\$5,000,000	2004-2008	\$1 Mill/year from ExxonMobil
Public Donations	C	\$2,000,000	2004-2008	Small contributions and bequests from public
Grantees	C	\$3,500,000	2004-2008	Leverage from grantees
		\$		
		\$		
		\$		
		\$		
		\$		

***\*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.**

STF and its support to tiger conservation projects will continue at least for the next three years with support from the ExxonMobil Foundation. Efforts to find additional donor partners will continue.

The ITC continues as a strong international force against tiger trade from all sources outside the auspices of STF.

## **VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS**

STF would like to thank CEPF for its support during the various phases of this project. CEPF, and the Rufford Maurice Laing Foundation funding leveraged by CEPF, contributed not only to the maturing of STF as a grantmaking organization but also to its ability to exercise its international convening power to catalyze powerful new partnerships for tiger conservation including the International Tiger Coalition and the Global Tiger Initiative.

## **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](http://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:**

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Organization name: Save The Tiger Fund, National Fish and Wildlife Foundation

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