

CEPF SMALL GRANT FINAL PROJECT COMPLETION REPORT

Organization Legal Name:	Lore of the Land
Project Title:	Raising the Profile of the Saola
Date of Report:	December 29, 2012
Report Author and Contact Information	William deBuys, wdebuys@earthlink.net

CEPF Region:

Indo-Burma

Strategic Direction:

Safeguard priority globally threatened species in Indochina

Grant Amount:

\$20,000 US

Project Dates:

July 1, 2010 to December 31, 2012

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

None

Conservation Impacts

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

The purpose of the project, in keeping with its name, is to raise the profile of the saola by spreading awareness of this remarkable animal and of its existential plight beyond the boundaries of the scientific community. It is hoped that increased public awareness will result in broadened support for saola conservation. The vehicle for spreading awareness is a book, *The Last Unicorn*, which is a direct result of this grant. *The Last Unicorn* is to be published by Little Brown & Co., a prominent New York publishing house, sometime in 2014.

Please summarize the overall results/impact of your project against the expected results detailed in the approved proposal.

The initial grant contemplated publication of magazine articles; production of a book was not guaranteed.

Now that a book is in prospect, we can say with certainty that the original goals of the project have been exceeded.

Please provide the following information where relevant:

Hectares Protected: N/A
Species Conserved: N/A
Corridors Created: N/A

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

I don't know how to answer this question. *The Last Unicorn* is my eighth book and every book involves a long chain of successes and challenges, not the least of which is finding the money necessary to stay afloat during the long process of writing. The \$20,000 CEPF grant funded most but not all of the research phase of the book. Finding the

necessary funds since then has seemed like a series of small miracles, and has depended emphatically on the success of my previous book, *A Great Aridness: Climate Change and the Future of the American Southwest*. Without this (modest) success I would not have earned the lecturing fees or the publishing advance that have kept me going.

Were there any unexpected impacts (positive or negative)?

One unexpected impact of the project was provision of a small grant from the Liz Claiborne Art Ortenberg Foundation (deBuys is on its board) to the Watershed Management Protection Authority to step up its enforcement activities in Nakai-Nam Theun National Protected Area, Khamouane Province, Lao PDR.

Other impacts, expected and unexpected, will not be known until publication of *The Last Unicorn* in 2014.

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.

The following questions, quite reasonably, are geared to on-the-ground conservation projects. They really do not apply to the writing of a book.

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

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

Other lessons learned relevant to conservation community:

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
Additional funds to advance the project came from the private earned income of William deBuys			

***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.

N/A

Summarize any unplanned sustainability or replicability achieved.

N/A

Safeguard Policy Assessment

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

N/A

Performance Tracking Report Addendum

CEPF Global Targets

July 1, 2010 to December 31, 2012

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, 2010 to June 30, 2011. (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.	N/A			
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.	N/A			
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.	N/A			

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									
Total																					

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

Additional Comments/Recommendations

Please see the Executive Summary submitted with this report for a general discussion for the project.

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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