

## CEPF Final Project Completion Report

<b>Organization Legal Name</b>	Hainan Gao11 Culture Transmission Ltd. (HG11)
<b>Project Title</b>	The Squirrel School's Guided Eco-tours in Yangshan Wetland, Hainan
<b>CEPF GEM No.</b>	CEPF-042-2015
<b>Date of Report</b>	October 2016

**CEPF Hotspot:** Indo-Burma

**Strategic Direction:** SD8: "Strengthen the capacity of civil society to work on biodiversity, communities and livelihoods at regional, national, local and grassroots levels". Investment Priority 8.2 - "Provide core support for the organizational development of domestic civil society organizations".

**Grant Amount:** \$19,980

**Project Dates:** September 1st, 2015 to August 31st, 2016

### 1. Implementation Partners for this Project

Mr LU Gang – veteran conservationist. He's the chief consultant of this project;  
Mr MENG Bing Bo – Project Manager of FFI. He was a consultant of this project.  
Ms ZHOU Zhi Qin – Project Manager of FFI. She was a consultant of this project.

### Conservation Impacts

### 2. Describe how your project has contributed to the implementation of the CEPF investment strategy set out in the ecosystem profile

This project has made the biodiversity of Yangshan Wetland known to the general public through training eco-tour guides, who, on completion of the course, led group tours to appreciate Yangshan and also raised awareness of the need to protect the environment. By sharing micro movies, documentaries and public lectures, Yangshan Wetland and its biodiversity were further publicized, reaching a wider audience and reinforcing the support for environmental conservation.

### 3. Summarize the overall results/impact of your project

All the activities of the project proposal have been implemented, and we have successfully trained 20 tour guides for designing and leading tours in Yangshan. Through eco-tours, public seminars and our frequent promotions via traditional and social media, we have promoted Yangshan wetland to a wide audience who start to show interest and concern of this priceless land. We received a very positive response and support from the general public, which is fundamental to conservation and we are positive that this momentum will be sustained and that Yangshan will receive the attention and conservation efforts it deserves.

#### **Planned Goal (as stated in the approved proposal)**

Civil society in Hainan takes a more active role in building public support for the conservation of Yangshan Wetland, through the design and promotion of eco-tours by trained tour guides.

#### **4. Actual progress toward Goal at completion**

The support from society plays a pivotal role in the conservation of Yangshan Wetland. Through this project, we have trained eco-tour guides who participated, and later led the design and promotion of ecotourism at Yangshan.

#### **Planned Objectives (as stated in the approved proposal)**

**Objective 1:** A system of at least three ecological trails has been developed at Yangshan wetland.

**Objective 2:** 10 tour guides have been fully trained, and are working as temporary employees of HG11.

**Objective 3:** A series of five guided public tours have been held at Yangshan Wetland, in order to build public support for conservation of this site.

#### **5. Actual progress toward Objectives at completion**

All objectives were met.

#### **6. Describe the success or challenges of the project toward achieving its goal and objectives**

Micro movies, documentaries and other visual aid made a huge contribution to the publicity of this program by raising the public's interest and attention. However, we could improve on producing more innovative and creative materials so as to achieve better results.

Strengthening the relationship with the local government is still a problem for us. We tried to make some changes by eco-tours, media publicity and public outreach. However, we did not manage to seek local government's attention on Yangshan. Local people still wash clothes in the rivers and throw rubbish into the water.

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

The drawing book of *Ottelia cordata* and documentaries were unexpected outputs suggested and promoted by keen participants of this project. With these publicity materials, public interest and participation were markedly raised. Thus, in the future, we will use a creative approach more often to make our activities more appealing to the general public.

## **Project Activities and Deliverables**

### **Objective 1**

A system of at least three ecological trails has been developed at Yangshan wetland.

## **8. Describe the activities implemented and deliverables met under Objective 1**

### **Activity 1.1:**

Carry out a brief investigation of the biodiversity found in the wetland, and use the results to plan a system of eco-trails

### **Deliverable:**

Investigation carried out. System of at least 3 trails plotted electronically

### **Activity 1.2:**

Design and produce promotional materials and trail-markers.

### **Deliverable:**

Promotional materials printed. Trail-marking signs produced.

## **9. Repeat point 8 above for each Objective in your approved proposal**

### **Objective 2**

10 tour guides have been fully trained, and are working as temporary employees of HG11.

### **Activity 2.1:**

Recruit 30 knowledgeable individuals from Hainan University, Hainan Normal University, Hainan Bird Watching Society, and local communities near Yangshan wetland.

### **Deliverable:**

30 volunteers recruited.

### **Activity 2.2:**

Hire experts from Hainan University, Hainan Normal University and Hainan Bird Watching Society to develop teaching materials about the importance of the wetland, the main species of animals and plants found there, etc.

### **Deliverable:**

Experts hired. Teaching materials developed.

### **Activity 2.3:**

Hold a two-day training event to teach the trainees basic geography, ecology, and skills for guiding tours in the wetland.

### **Deliverable:**

Training event held.

**Activity 2.4:**

Organize a two-day field study programme to further educate the trainees about species names, behavior, and their role in wetland ecology.

**Deliverable:**

Three field studies were held, on Oct. 17, 18 and Nov. 1 in Nayang, Yunlongquan and Nianfeng wetlands separately. Guided by experts, 30 participants learned about plants, insects, reptiles, fishes and ecosystem of Yangshan wetland. Three guided trails were designed after the field studies.

**Activity 2.5:**

Test the trainees on the contents of the two training events (through both written and field-based tests), and use the results to select 10 to be employed by HG11 as tour guides at Yangshan Wetland.

**Deliverable:**

Volunteers tested. 10 selected as tour guides.

**Objective 3**

A series of five guided public tours have been held at Yangshan Wetland, in order to build public support for conservation of this site.

**Activity 3.1:**

Hold the first guided tour for members of the public.

**Deliverable:**

First guided tour held.

**Activity 3.2:**

Hold the second guided tour for members of the public.

**Deliverable:**

Second guided tour held.

**Activity 3.3:**

Hold the third guided tour for members of the public.

**Deliverable:**

Third guided tour held.

**Activity 3.4:**

Hold the fourth guided tour for members of the public.

**Deliverable:**

Fourth guided tour held.

**Activity 3.5:**

Hold the fifth guided tour for members of the public.

**Deliverable:**

Fifth guided tour held. Report submitted, summarizing results of all 5 guided tours, lessons learned, etc.

**10. If you did not complete any activity or deliverable, how did this affect the overall impact of the project?**

All activities listed in the proposal have been carried out.

**11. Please describe and submit any tools, products, or methodologies that resulted from this project or contributed to the results**

- 1) Using the power of the media, and improving the social influence of the project.

Zhong Xin net of Hainan published features of our tour guide training and subsequent

tours, <http://www.chinanews.com/df/2015/11-15/7624261.shtml>

<http://www.hi.chinanews.com/hnnew/2016-03-06/409048.html>

<http://www.chinanews.com/df/2015/11-15/7624261.shtml>

<http://news.sina.com.cn/o/2015-11-15/doc-ifxksqku3047460.shtml>

<http://money.163.com/15/1115/20/B8G6125N00254TI5.html>

- 2) Cooperating with scientific research institutions, with the help of respective experts to influence more scientific research institutions and government units.

This project received strong support from the Chinese Academy of Agricultural Sciences - Institute of Agricultural and Sustainable Development, Chinese Academy of Tropical Agriculture, the Environment and Plant Protection Research Institute, Rural Environmental Protection Energy Station of Hainan Province.

During this project, we discussed the problems of water quality and local environment change with these organizations, and set up a signboard named "Save the nation to protect the plant *Ottelia cordata* and control invasive plants such as water hyacinth", and make a sign to demonstrate to the public.

- 3) Through the media we had further promoted the project to a wider audience.

*Hainan Heart Discovery*. Many of their staff joined our eco-tour activities and publicized the activities on their social media.

- 4) Micro films, documentaries and other video transmission.

Networking through the media, we had produced some micro movies and documentaries, and published them on platforms like *Tencent video* to advertise.

The following links are two micro movies:

<https://v.qq.com/x/page/x0183b62725.html>

<https://v.qq.com/x/page/e0193opmah3.html>

- 5) Mangrove Conservation Fund (MCF) sponsored the micro movie production.
- 6) We also published a lot on our own social media: Wechat, Sina micro-blog, Sina blog to publicize our work and activities on Yangshan wetland.

**Benefits to Communities**

**12. Please describe the communities that have benefited from CEPF support**

*Please report on the size and characteristics of communities and the benefits that they have received, as a result of CEPF investment. Please provide information for all communities that have benefited **from project start to project completion**.*

Community Name	Community Characteristics							Nature of Socioeconomic Benefit												
	Subsistence economy	Small landowners	Indigenous/ ethnic peoples	Pastoralists / nomadic peoples	Recent migrants	Urban communities	Other*	Size of Community				Increased access to clean water	Increased food security	Increased access to energy	Increased access to public services (e.g. health care, education)	Increased resilience to climate change	Improved land tenure	Improved recognition of traditional knowledge	Improved representation and decision-making in governance forums/structures	Improved access to ecosystem services
								50-250 people	251-500 people	501-1,000 people	Over 1,001 people									
Yangshan	√										√						√		√	

\*If you marked "Other" to describe the community characteristic, please explain:

## Lessons Learned

### **13. Describe any lessons learned related to organizational development and capacity building.**

Our organization is at the infancy stage of development with very few staff. There is a lot more to explore in strengthening the organization's structure and building capacity of staff.

### **14. Describe any lessons learned related to project Design Process (*aspects of the project design that contributed to its success/shortcomings*)**

Regarding the recruitment of eco-guide trainees/workshop participants, we opened the application to the general public who have some understanding of Yangshan Wetland, or college students who are specialized in biology, in order to facilitate the training of "professional" eco-tour guides in a relatively short time. In terms of course design, we integrated theories and practical training. In addition, we introduced classes in psychology, outdoor safety, course design, etc., in order to provide all round trainings to participants. However, there were time and finance constraints, so that we could only provide very intensive training over a short period of time. Some workshop participants might not be able to translate what was learnt into practical use.

### **15. Describe any lesson learned related to project Implementation (*aspects of the project execution that contributed to its success/shortcomings*)**

The training was carried out in two sessions; each session lasted for 2 days and 1 night with integrated classes on theories and practice taken place indoors and outdoors. Most participants were receptive to this mode of training and they could learn better. They had a chance to practice through public tours organised after the training sessions. However, most participants were students of the working class who had busy studies and work schedules, limiting the time and efforts they could devote to the training. On the other hand, the financial constraints limited the eco-tour sessions we could hold and thus some participants did not get enough practice.

### **16. Describe any other lessons learned relevant to the conservation community**

The working holiday programmes invites citizens to help with hyacinth clearing in weekends. In Decemeber 2015, we organized two working holidays, and invited 83 people in total. Through working holiday programmes in Yangshan and also the various public seminars, more people know about Yangshan and participate in its conservation.

## Sustainability / Replication

### **17. Summarize the success or challenges in ensuring the project will be sustained or replicated**

We have successfully trained over 20 eco-tour guides who have become the core of eco-tours at Yangshan. They have helped promote the importance of Yangshan within their social and work communities, further enhancing the public's understanding of Yangshan.



However, eco-tours posed limited influence on conservation of Yangshan, which is still under constant threats. There is still the need to amplify our voice to protect Yangshan, and more importantly, to lobby the government to develop conservation measures at the policy and legislation level.

**18. Summarize any unplanned activities that are likely to result in increased sustainability or replicability**

Besides the planned activities, we also worked with enterprises in organizing citizen science and working holiday programmes. We invited media to visit Yangshan and produced various reporting. This work created the momentum to sustain the project and publicize Yangshan to a wider audience.

**Safeguards**

**19. If not listed as a separate Project Component and described above, summarize the implementation of any required action related to social and environmental safeguards that your project may have triggered**

Not applicable.

**Additional Funding**

**20. 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 CEPF investment**

Donor	Type of Funding*	Amount	Notes
Mangrove Conservation Foundation (MCF)	c	\$2,952	
Our organization (in kind)	a	\$51,048	

\* Categorize the type of funding as:

- 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)

**Additional Comments/Recommendations**

**21. Use this space to provide any further comments or recommendations in relation to your project or CEPF**

None

### **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:** CHEN Chun Xiang  
**Organization:** The Squirrel School  
**Mailing address:** No.6c, Building 2, Yingyuan district, Haidian 3 East Road, Haikou city.  
**Telephone number:** 86-18889744878  
**E-mail address:** [songshuxuetang@126.com](mailto:songshuxuetang@126.com)