

CEPF Final Project Completion Report

Instructions to grantees: please complete all fields, and respond to all questions, below.

Organization Legal Name	Kawka Production, Gregor Šubic s.p.
Project Title	Promotion of biodiversity conservation actions through motion – Ulcinj Salinas
CEPF GEM No	
Date of Report	10.10.2016

CEPF Hotspot: Mediterranean Basin Biodiversity Hotspot

Strategic Direction: Strategic Direction 1: 38 Bojana Delta

Grant Amount: 16,980.00 USD

Project Dates: 1 June 2014 to 10th of October 2016

1. Implementation Partners for this Project (*list each partner and explain how they were involved in the project*)

The Living Med – a memorandum of understanding signed cooperating in pre-production, production and post-production process of documentary filmmaking and to work on internet communication activities and dissemination of project deliverables

Center for Protection and Research of Birds of Montenegro (CZIP) – a local CEPF grantee, implementing an ‘Ecotourism in Ulcinj Salina’ project. Together we developed a story for the documentary.

National Parks of Montenegro – a national institution, which manages Ulcinj Salina since August 2015. Permissions were given to enter the area collecting still/video footage (interviews, drone footage, biodiversity filming...). We paid special attention not to disturb animal/plant life during filming process.

EURONATUR – co-financing the activities in 2106, covering the extra cost that occurred (additional field visits and postproduction costs); comments on the edit during post-production.

Conservation Impacts

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

Our project is related to the existing ‘Ecotourism in Ulcinj Salina’ CEPF project, implemented by Center for Protection and Research of Birds of Montenegro – CZIP. After adopting our project to a new situation in Ulcinj Salina (which arose after our project started), the main purpose of the

communication campaign was to visualize the evolution/chain of events that brought the area of Ulcinj Salina into a 'bad nature conservation state'. Ulcinj Salina is 6 times qualified as a Ramsar site under international Convention on Wetlands, but still lack protection.

Ulcinj Salina is an important part of the Key Biodiversity Area under CEPF Strategic Direction 1 No. 38: Bojana Delta, Montenegro. With its surface of 15 km², it is the largest Salina on the eastern Adriatic coast and one of the ten largest in the Mediterranean. Due to its position on the Coast, Ulcinj Salina is the most important resting and refilling area during the Bird Migration as well as an important wintering and nesting area for birds on the East Adriatic coast.

3. Summarize the overall results/impact of your project

Communication campaign is based on a documentary film produced (The Endangered Treasure of Ulcinj, duration 17 minutes) and the website communication campaign for the conservation of the Salina (www.balkanvisuals.com internet page platform built with social media attached. BalkanVisuals could eventually become a regional hub for nature conservational activities.

Together with project partners we managed to determine the greatest threats to the Ulcinj Salina, uncontrolled urbanization being a potential threat No.1 (in practice, this is a Threat No. 1 for a whole Bojana Buna River Delta).

After a use of photography and video as an effective tool in nature conservation communication the awareness of Ulcinj Salina value rose among local people, national and international public (civil society organizations, government institutions).

Overall impact of our activities will be visible in weeks and months to follow. Documentary film will be sent to various nature documentary film festivals, priority to the Balkan Region, but also to and EU and the rest of the World. Documentary can be shared from www.balkanvisuals.com platform and through social media. Various relevant organizations started to share it through their social media (BirdLife International, DOPPS – BirdLife Slovenia, CZIP,...).

Planned Long-term Impacts - 3+ years (as stated in the approved proposal)

List each long-term impact from Grant Writer proposal

»Ulcinj Salina case« is a very complex, but also extremely important case, that could serve as a case-work example for all similar issues in Montenegro and wider in the region and importantly influence the status of main actors in this story (CZIP), their credibility and position in all similar future conservation issues.

”Hopefully, conservation efforts could preserve this richness from the controlled and uncontrolled urbanization! I will ask the producer to present it during the Environmental Film Festival in Albania (May 2017). It is a worth story for all of us. Best regards, Taulant”; Taulant Bino, ornithologist, 10.10.2016, Albania

4. Actual progress toward long-term impacts at completion

The premiere screening of the documentary happened on 22nd of September 2016 at Ada Bojana in Ulcinj, Montenegro. 150 people attended the premiere screening. Documentary was

very well received by both from Ulcinj municipal authorities, NGO organizations (CZIP, Green step, Green Culture...) and perhaps most important – by former Ulcinj Salina Workers.

Planned Short-term Impacts - 1 to 3 years (as stated in the approved proposal)

List each short-term impact from Grant Writer proposal

5. Actual progress toward short-term impacts at completion

The documentary was screened for the second time one week later at international Kalaja Symposium on 1st of October 2016.

On Sunday, 2nd of October 2016 – the European Bird Watching Day, the documentary was uploaded to the www.BalkanVisuals.com and shared via social media.

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

The documentary will be translated/subtitled in two additional languages (Montenegrin and Albanian), and sent to all major nature/ecology documentary film festivals at the Balkan region/Europe/World. The documentary is appropriate to be screened to the international audiences, showcasing a common issue that appears at various parts of our planet – devastation of nature, mainly because of human need to expand his activities. We are certain that international audience will identify fully with a story of Ulcinj Salina, possibly get inspired by a documentary to start action in their environment. In short and in long term – this is a positive effect of our project.

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

We tried to encompass the constantly changing situation in Ulcinj Salina, outline and purpose of the video was adapted to fit as best as possible to the new situation(s). Something that was originally meant to be a product additionally stimulating eco-tourism opportunities of the area and visualizing successful cooperation between the Salina owner and CZIP, also promoting CEPF engagement/role in related model stories, became a completely different issue from the end of 2014 already, roughly 5 months after official start of our project.

Also 'Ecotourism in Ulcinj Salina' project had to adapt to the new situation(s). We managed to get across obstacles and completed our project activities in the best possible way, although delivered with a 10 months delay, which was communicated to the RIT and was accepted as reasonable to the given situation.

Project Components and Products/Deliverables

Component 1 (as stated in the approved proposal)

List each component and product/deliverable from Grant Writer

8. Describe the results from Component 1 and each product/deliverable

Component 1: Preparation of contents

- 1.1 Gathering and reviewing of detailed projects data – 100% completed
- 1.2 Gathering and reviewing of existing material from projects (video, photo) – 100% completed
- 1.3 Gathering and reviewing of other existing material – 100% completed
- 1.4 Preparation for interviews – 100% completed
- 1.5 Preparation of filming field work plan – 100% completed with a help of CZIP (Aleksandar Perović)

9. Repeat point 8 above for each Component in your approved proposal

Component 2: Film production

- 2.1 Filming activities on existing project – 100% completed
- 2.2 Filming local community everyday activities – 100% completed
- 2.3 Filming interviews – 100% completed
- 2.4 Filming key species – 100% completed

Component 3: Film post-production

- 3.1 Archivating material – 100% completed
- 3.2 Off text writing – 100% completed (with a help of RIT (Borut Rubinić)
- 3.3 Editing of short films – 100% completed (like mentioned in our previous report, we agreed with RIT we will make one 12 minutes documentary instead of 5 short video clips planned
- 3.4 Graphic design – 100% completed
- 3.5 Audio design – 100% completed
- 3.6 Translation and subtitling – 100% completed
- 3.7 Final Export – 100% completed

Component 4: Building of internet page with interactive content

- 4.1. Basic internet page design – 100% completed
- 4.2 Basic news content upload – 100% completed (fresh content will be uploaded constantly also after the project finishes)
- 4.3 Links to project partners and vice versa – 100% completed
- 4.4 Internet page with interactive content build – 0% completed (since the situation changed during our project we decided to skip this task)
- 4.5 Social communities linked – 100% completed

Component 5: Dissemination of results

- 5.1 Dissemination through project Internet page containing interactive content for 3 years – 100% done (internet page will eventually become a regional multimedia hub for NGO organizations in the future)
- 5.2 Preparation and upload of promotion packets - 100% completed (additional promotion packets will be uploaded in the following months/years)
- 5.3 Other distributive channels (besides internet) - 100% completed (documentary film was premier shown in Ulcinj (150 people attended the screening). Local television TEUTA TV showed interest to screen the documentary in a program,. We are exploring the ways to screen the documentary at the National Television of Montenegro and some other Television stations in the Balkan region, as well as nature/ecology documentary film festivals

Component 6: Financial and performance tracking reports and supporting documents are submitted periodically to the BirdLife RIT

9.1 Submit Budget Report – 100% completed

6.2 Submit Performance Tracking Report – 100% completed

6.3 Submit Final Budget Report – 100% completed (budget report regarding spending additional funds will be handed to EURONATUR)

6.4 Submit Final Project Completion Report – 100% completed

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

All the components were 100% completed except one. Component 4.4 Internet page with interactive content build was not carried out, since interactivity referred to the original plan to promote 'Ecotourism in Ulcinj Salina' project as a success story and to attract eco-tourists to visit the Ulcinj Salina in higher numbers. As mentioned above project goals were changed during implementation and this action was skipped.

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

- 17 minutes documentary film 'The Endangered Treasure of Ulcinj'
- archive of 50 images of the area
- www.balkanvisuals.com internet page platform, which could grow into a regional hub for conservation communications in the SW Balkans

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	Improved access to ecosystem services
								50-250 people	251-500 people	501-1,000 people	Over 1,001 people									

*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

The collaboration with the local partner Center for Protection and Research of Birds of Montenegro - CZIP (Aleksandar Perović) as well as with RIT (Borut Rubinić) contributed a lot to the success of a project. Understanding of the complexities and all different layers of the story represented a solid base for the communication campaign.

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

Even the 'Ulcinj Salina Case' proved to be very complex we believe with a better planning exercise we wouldn't need to shift deadlines and could deliver project deliverables closer to the original timetable plan. But we have to have in mind also the limited budget we had at the project, which meant that a lot of improvisation had to be done to successfully finalize the project.

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

We agree with The Living Med that usually photographers/filmmakers are not used to this kind of intensive reporting system and in some stages of the project it represented a challenge, as we spent 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. For the case of Kawka Production, we usually value the cost of our work per minute of the final product, which saves us a lot of energy for a production process.

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

While working at the field, it was important for us to have extra time to find some local people for the interviews spontaneously. This people contributed a lot to our story, showcasing issues from a different perspective. Knowing the local language was crucial to carry out this activity.

Sustainability / Replication

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

Sharing the documentary through various communication channels in future months (film festivals, social media, TV stations...) will ensure that people from the region will have a chance to learn many useful things from the 'Ulcinj Salina' case.

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

To have the opportunity for additional field visits in 2016 was important to get much 'deeper' into the story of Ulcinj Salina. Visits and additional post production activities resulted in more complex story of the final documentary, which duration was also 50% longer (17 minutes instead of 12 minutes planned).

EURONATUR (additional co-funder), which made this visits possible showed the interest to support similar communication projects at the area of Bojana-Buna Delta and SW Balkan region also in the future.

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

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
A. EURONATUR	Co-financing	Cca. 7,000.00 EUR	A contract will be signed in the middle of October 2016 (regarding the expenses during additional costs that occurred in 2016)

** 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

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

Project such as 'Promotion of biodiversity conservation actions through motion – Ulcinj Salinas' 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 one-another.

Like The Living Med, we encourage CEPF to continue issuing Call for Proposals that are specific for communications purposes related to the nature conservation projects in the region, but also, in a broader sense, to participate in the production of communication materials about the Mediterranean Hotspot.

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.

Please include your full contact details below:

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