

CEPF SMALL GRANT FINAL PROJECT COMPLETION REPORT

Organization Legal Name:	Trust for Conservation Innovation/SeaWeb Asia Pacific
Project Title:	Empowering local communities for natural resource management through media development and communications training
Date of Report:	May 1, 2015
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CEPF Region: Manus, PNG

Strategic Direction:

Strategic direction 1: Empower local communities to protect and manage globally significant biodiversity at priority Key Biodiversity Areas under-served by current conservation effort.

Investment priority 1.2: Raise awareness about the values of biodiversity and the nature of threats and drivers among local communities at priority areas.

Grant Amount: USD 20,000

Project Dates: April 2014 to April 2015

Implementation Partners for this Project (please explain the level of involvement for each partner): SeaWeb AP was the lead implementer and took on the lionshare of the work in this project. It did engage experts from civil society, such as scientists from Wildlife Conservation Society and The Nature Conservancy and from government agencies, both local, provincial and national. These individuals supported workshops and radio outreach.

In addition, SeaWeb AP engaged with Local Level Government officials to plan and participate in site-based outreach activities and worked with the National Broadcasting Company to conduct radio outreach.

Conservation Impacts

Please explain/describe how your project has contributed to the implementation of the CEPF ecosystem profile. This project was built to create momentum for sustainable natural resource management across Manus communities, with a particular focus on communities, which do not receive NGO support. Unfortunately the pilot project approach of much of the NGO sector's work leaves so many communities underserved and lacking in basic tools to assess and take action around natural resource management issues and healthy ecosystems. The project did that through radio outreach to the entire province, which was supported by providing the media training in biodiversity conservation within the Manus context. This training was also provided to local champions from the communities who could engage their own villages around these issues and appear on radio to discuss the community perspective.

In addition, SeaWeb conducted direct outreach to communities over the life of the project. These visits helped inform tool development, which largely focused on sharing the real life examples of local champions taking action, right here, right now, without support from NGOs or government. These inspirational testimonials were critical to mobilizing people around practical solutions.

To help illustrate, here is one simple snapshot, from the latest progress report, of feedback/outcomes from the radio on soil erosion, at from a community member:

“Thank you for the information. I am already planting mangroves near to where I live after listening to Herman Mana (local champion) on radio. “

Seby Keso, Community member - Lopahan village

Indeed, the anecdotal feedback was strong, from general support for shows to individuals taking specific, practical conservation actions. However, this grant, being both short-term and small, did not allow us to make more intensive measurements, around long-term changes and impacts. We simply could not visit the many communities we were reaching on any sustained basis. Nor was it intended to drive very specific protections, like protected areas, which require complex discussions and at times, mediation. The intent of this project was to empower communities to better manage their resources for food and income, recognizing that the biggest threats to biodiversity conservation and ecosystem health are basic needs, for food and income, at the community levels.

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

The project proposal summarizes the impact this way:

The project aims to dramatically increase the quality of radio environmental coverage by providing journalists with a strong foundation in environmental issues and natural resource management and then providing direct access to Central Manus communities struggling with these issues. This includes access to experts and local leaders who have the media training to provide solutions in meaningful ways over the radio. With targeted training, media can provide an ideal cost-effective platform to create a public dialogue on critical issues and compel local communities to initiate natural resource management.

The project indeed met this objective. SeaWeb AP trained a group of media and community leaders to be able to facilitate natural resource management discussions at the community level and participate in creating compelling radio content. Experts were also provided media training. In addition, during the project SeaWeb conducted direct outreach to communities, in response to requests made following radio programs. SeaWeb used these opportunities to assess community perspectives, and identify local champions taking conservation actions. These champion stories, and at times the champions themselves, were then fed back into the radio programming. As noted earlier, the provision of real life

examples of action, that folks could take without complex planning or intensive outside assistance, was the most successful component of the project.

Hectares Protected: This measure is not appropriate for this project.

Species Conserved: This measure is not appropriate for this project.

Corridors Created: This measure is not appropriate for this project.

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

The successes are covered in the preceding section and again in Lessons Learned below. This portion highlights only challenges, for brevity.

There has been a number of challenges that was faced during this period. None of these challenges severely limited the effectiveness of the outreach, but are worth noting, as they impact both this current project and future projects. These challenges were:

- a. There are difficulties getting concrete feedback for the few radio talks as NBC provides limited program measurements. The shows were primarily assessed by our ground staff visiting the main market in town and conducting random interviews. However, the upgrading of the main market in Lorengau scattered trading to 5 different parts of town and made assessment less effective. In Manus, the market place is usually where issues of concern are usually discussed.
- b. Getting experts in the Agriculture, Fisheries and Environment offices to help with radio talks due to the non-permanent appointments of these officers to these government positions was a challenge. This limited the availability of experts to talk on radio about the issues faced by communities.
- c. A small pool of local talent. For example, the managers of Lele Mbupi LLG Mr. Poyap Ponau and Francis Ndrewei of Tetidu LLG, who were part of the science and communications trainings, have moved to take up promotional appointments. The two gentlemen had backgrounds, and now specialized training from SeaWeb AP, to assist with radio outreach. However, their new position does not allow time to assist with radio talks.

- d. From an overall project management standpoint, communications with the grassroots staff was difficult throughout the project and provides a real barrier to reporting out successes, as the cost of travel and communications limits the sharing of information, for small grants.

Were there any unexpected impacts (positive or negative)?

Although already noted, the hiring of Ruth Francis as our grassroots coordinator, had so many positive impacts, that in a sense, were unforeseen. Ruth, an unstoppable force at the community level, took the project and modified it for a complex and challenging environment, and in the process, grew into an exceptional leader for Manus for years to come. SeaWeb AP notes this as much to congratulate Ruth but also to highlight that the human resources available for this work are the most important aspect of any project.

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.

During the life of this project, SeaWeb AP was diligent to the core objectives of the proposal, while allowing important flexibility in implementing the project as inevitable challenges were encountered that are part and parcel to operating in remote, undeveloped part of Papua New Guinea. Challenges range from a lack of capacity to travel and communications limitations/costs to local politics. This flexibility has made this project more effective in helping communities to manage their resources through education.

Of note, while it focused primarily on empowering individuals, through radio, the on-the-ground team wisely back-stopped and advanced that work through direct engagement, particularly engagement that was a result of requests following radio programs. Looking forward, this project developed an effective model for creating a wide and inclusive dialogue on natural resource management issues. Of note, a series of activities and tools are recommended:

- **Education Workshops:** These were conducted twice to LLG representatives appointed by LLG managers and community leaders, including women. These workshops enabled the participants to conduct awareness in their communities. The awareness included discussions around populations growth, unsustainable farming practises, unsustainable harvesting practises of marine resources, water management, alternative income generation and wise use of time to be productive community members. Grassroots staff identified these issues are paramount if Manus is to address resource management long term and create meaningful discussions at the village level.
- **Rapid Assessment of Perception (RAP).** Many communities struggle with the complex issues around resource management. Seaweb Asia Pacific, in response, developed a simple RAP to gauge the views of community members on how to better educate people and discuss hindrances to effective education and awareness in Manus. The RAP trial brought together 41 people from Kawaliap village and her neighbours (all central Manus villages). The results showed a strong preference for issues that could be demonstrated by local champions. Letting local people tell their stories of resource management and the benefits of their efforts was ranked as the most effective by participants. This led to the champion approach advanced in the radio program.
- **Champion Identification:** Following the RAP was the task of identifying local champions who are already engaged in sustainable resource management and a small degree of income generation activity. These individuals were then promoted on radio and through print materials.
- **Radio programs:** This has been an ongoing activity under this funding. The programs are talk back conducted by the Seaweb Asia Pacific and on several occasions by some local champions. These are the most effective ways to reach rural audiences, and were a core component of the outreach.
- **Champion pamphlets.** People in Manus like to know what other individuals are doing in the areas of resource management and its benefits to the individual and his family/clan. The core concept being seeing is believing. The pamphlets were distributed (and continue to be beyond this project) during community awareness

visitations. These pamphlets inspired and motivating individuals in communities visited to do something for their families and communities. The pamphlets also hold the individual champion accountable to his/ her actions in the community and the province.

- **Champion Network.** The idea of using champions to amplify resource management issues was very effective. The Seaweb AP staff in Manus worked to create a network of champions around Manus. SeaWeb AP's grassroots coordinator likes to refer to it as a "Network of Silent Achievers." The long-term idea of the network is for the champions (silent achievers) to grow their own network within their area of interest. For instance if the individual is a champion in the area of agriculture, he/she will need to connect with other agriculture champs in Manus. The local grassroots coordinator, Ruth Francis, reports the impact of the component this way: "This champion network is progressing very well and is now an indication to Seaweb and other organisations in Manus that the traditional ways of conducting education and awareness needs to shift to a more interactive approach."

As this funding closes, SeaWeb AP in Manus has a very strong provincial network in all sectors and levels in the community. Ruth Francis, as a local, is culturally sensitive, to the way information is transferred to communities. Fueled by the passion for her home province, the activities implemented under this funding have potential to grow into an interactive engagement between government, private sector and communities, including churches.

There is potential replication to the whole of Manus Province if Ruth and her "band of silent achievers," if funding allows. In addition, SeaWeb AP believes the approach could benefit other provinces in PNG.

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

The project itself was well designed, and had enough focus to keep both staff and partners incrementally progressing. It's simplicity, which was intentional, and allowed for realistic activities and effective implementation.

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

The implementation was successful, as noted, because our grassroots staff had enough flexibility to be creative while meeting objectives. This flexibility is core to SeaWeb AP as it hires local staff and charges them with ensuring our work truly makes a difference while meeting our funded objectives. As noted above, hiring well also greatly benefits our implementation.

Other lessons learned relevant to conservation community:

This is well covered above.

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
The Nature Conservancy	Sub-grant of ICCCI	50,000 AUD	This funding was for two years, and overlapped for one year with this project. The TNC funds were heavily focused on community outreach and allowed the radio show requests for community presentations to be answered.

****Additional funding should be reported using the following categories:***

A *Project co-financing (Other donors contribute to the direct costs of this CEPF project)*

NA

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.)*

NA

C *Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*

NA

Sustainability/Replicability

Summarize the success or challenge in achieving planned sustainability or replicability of project components or results.

Given the short duration of the grant, and the pace of change in the rural Pacific, the grant was exceptionally successful in building local capacity to carry on the work beyond the grant. Ruth Francis and her network of community champions have been empowered to advocate sustainable natural resource management and the expectation is that work will continue. The limitations are in the cost of travel, as follow direct engagement is critical in the Pacific, to create lasting change.

Taking a step back, the network of champion approach, through media and direct engagement, is a strong model for outreach in the Pacific Islands. SeaWeb AP cautions however that organizations understand that this means empowering people to share their stories and solutions, and not simply inviting community members to “champion” NGO solutions and messages.

Summarize any unplanned sustainability or replicability achieved.

Though not mentioned in detail prior, the unplanned challenge to this work has been the local politics, ostensibly born out of historic NGO engagement in Manus. The often large amounts of money NGOs have put into single communities, to the exclusion of the majority, has created an unhealthy competition for the pole positions in engaging international organizations and initiatives. This problem further validates the low-cost, democratic approach of SeaWeb AP.

Safeguard Policy Assessment

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

The project followed its original work plan and did not encounter any issues, or complaints where a grievance process was required. The pre project work and a sensitivity to local perspectives throughout the project, including strong collaboration the local level governments, was an effective way to ensure the project objectives were met, while local community politics and needs were adequately considered and respected.

Performance Tracking Report Addendum

CEPF Global Targets

(Enter Grant Term)

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	Provide your numeric	Describe the principal results achieved from July 1, 2014 to June 30,
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		numerical response for results achieved during the annual period.	al response for project from inception of CEPF support to date.	2015 (Attach annexes if necessary)
<p>1. Did your project strengthen management of a protected area guided by a sustainable management plan? Please indicate number of hectares improved.</p>	<p>This question is not relevant. This project built wide support and momentum for these actions. However it did not measure or focus on single areas to report further</p>			<p>Please also include name of the protected area(s). If more than one, please include the number of hectares strengthened for each one.</p>
<p>2. How many hectares of new and/or expanded protected areas did your project help establish through a legal declaration or community agreement?</p>	<p>This question is not relevant. This project built wide support and momentum</p>			<p>Please also include name of the protected area. If more than one, please include the number of hectares strengthened for each</p>

	<p>for these actions.</p> <p>However it did not measure or focus on single areas to report further</p>			one.
<p>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.</p>	<p>This question is not relevant. This project built wide support and momentum for these actions.</p> <p>However it did not measure or focus on single areas to report further</p>			
<p>4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.</p>	<p>This question is not relevant. This project built wide support and momentum for these actions.</p> <p>However it did</p>			

	not measure or focus on single areas to report further			
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.	This question is not relevant. This type of measurement was not possible under this grant, nor meaningful in a one-year timeline			

If you answered yes to question 5, please complete the following table.

Additional Comments/Recommendations

SeaWeb AP appreciates the CEPF funding such a communications initiative. Though the value to the local communities in Manus is immense, SeaWeb AP acknowledges this kind of efforts sit outside the typical projects funded. Though awareness is always listed as a key objective in large initiatives, it is rarely responded to in meaningful ways, and most times delivered as small portions of larger technical projects.

Moving forward, SeaWeb AP recommends and is hopeful CEPF will continue to round out its work with similar initiatives.

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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