

CEPF FINAL PROJECT COMPLETION REPORT

Organization Legal Name:	The Panos Institute
Project Title:	Strengthening the Engagement of Caribbean Civil Society in Biodiversity Conservation through Local and Regional Networking and Effective Sharing of Learning and Best Practices
Date of Report:	31 December 2014
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CEPF Region: Caribbean Islands

Strategic Direction: 3. NGO Capacity Building

Grant Amount: \$130,026.01

Project Dates: July 1, 2012-August 31, 2014

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

The Rainforest Alliance

- 1) Partnered with Panos to deliver and subsequently share online four webinar sessions — three of them focused on understanding the media and the place of communication in the work of civil society actors working in conservation and the fourth on the strategic use of social media for advocacy.
- 2) Shared their contact list for Caribbean stakeholders involved in biodiversity conservation, which formed a part of the new online database developed under the project.
- 3) Published online, details of the Panos project as part of their Eco-Index Database.

Caribbean and national media associations

- 1) Networking to share information on the journalist fellowships on offer under the project.
- 2) Networking to identify potential candidates for participation in the communication workshops offered under the project.

PRONATURA and SOH Conservation

- 1) Both organisations collaborated with Panos on the creation of the documentary/video production looking at conservation efforts across the three target islands. Specifically, they provided transportation, meals and lodgings for the consultant whose services were retained to collect footage from the Dominican Republic, thus helping to cut costs under the project. They also guided the site visit selection by accompanying the Panos team on the initial reconnaissance visit to La Parque Nacional Sierra de Bahoruco. Both organisations subsequently shared their field experiences at the media and CSO workshop held in the island.

Caribbean Natural Resources Institute (CANARI)

- 1) Worked with CANARI to host an action learning group (ALG) workshop, through funding provided by the MacArthur Foundation. The ALG helped to foster partnerships and facilitate networking among Jamaican civil society actors working in biodiversity. The direct result of the success of the Jamaica workshop involving local civil society organisations (CSOs) and the media, it resulted in no tangible outputs during the life of the project. However, it saw the generation of ideas on next steps shared that could, at some future time, be pursued by Panos and the other stakeholders. These ideas included the crafting of an inclusive, robust communication campaign on biodiversity, with inputs from a wide cross-section of CSOs working in biodiversity — each benefiting through meeting organisational goals as well as financially, given the tight fiscal space within which CSOs are forced to operate, from the collaboration. At the same time, some follow-up discussions have been held with stakeholders, such as the Caribbean Coastal Area Management Foundation (C-CAM), independent filmmaker Esther Figueroa and blogger Emma Lewis.

Conservation Impacts

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

The project has contributed to the implementation of the CEPF Ecosystem profile in a number of ways:

- 1) The focus on three countries — Haiti, Jamaica and the Dominican Republic — identified among the highest priority countries for biodiversity in the region.

- 2) Raised awareness and enhanced understanding of the ecological, economic and socio-cultural value of biodiversity among members of the public.
- 3) Facilitated networking among key stakeholders working in biodiversity conservation in the region towards enhancing the effectiveness of efforts at biodiversity conservation.
- 4) Facilitated information sharing among stakeholders working in biodiversity conservation in the region.

Please summarize the overall results/impact of your project.

- 1) Foundation laid for the continued networking and collaboration among civil society actors working in biodiversity conservation, as evidenced by the results of the ALG workshop hosted in collaboration with CANARI under the project. While there are no tangible outputs from that workshop — the result of the success of the Jamaica CSO-media communication workshop — it saw the generation of ideas that can be developed at a later date by the partners involved. These partners, it emerged, share a common vision for biodiversity conservation in Jamaica, though their approach may differ. All the partners are now familiar with each other and with the financial and other constraints faced as individual organisations — something else that emerged from the ALG workshop and at the communication workshop it followed — so it should not prove difficult to reconvene the group at an opportune time in the future. This, in order to pursue the inclusive, robust communication campaign and other ideas shared.
Said one Southern Trelawny Environmental Agency (STEA) rep: “The project has created a connection among stakeholders in this precinct [inside the Cockpit Country] and people beyond. We are collectively agreed that we will advocate for the conservation of the Cockpit Country. Prior to [the project] everybody was kind of doing their own thing... The extent to which you [Panos] have got us talking... that is big”.
- 2) Foundation laid for continued networking and collaboration between civil society actors working in conservation and members of the media across the Caribbean, particularly in Haiti, Jamaica and the Dominican Republic. This is evidenced by the existence of the new online database. The PIP affords both civil society and media actors the opportunity to — once registered and given the necessary permissions — engage each other on biodiversity conservation and other issues. The system also has, as one of its features, a document library to which both civil society and media actors can contribute and share content.
Beyond the PIP, the workshops and other work done under the project have begun to yield the fruits of meaningful collaboration between media and civil society actors. In Haiti, for example, the Audubon Society is

working with Le Nouvelliste to publish articles on biodiversity while Organisation des Paysans pour le Développement de l'Unité II de la Forêt des Pins, Mare Rouge (OPDFM) is partnering with Sud Est FM to publish press releases on environmental activities in the Pine Forest.

- 3) Material (brochure & video) produced to foster continued sharing and learning among civil society actors and the media about biodiversity conservation in the Caribbean. Up to the end of the project, partners had not yet worked through precisely how they would be used, but have given the products high praise. At least one among them — STEA — has, however, determined that the video would be shared on their website, which is currently being revamped to bolster their online presence and enhance their conservation work.
- 4) Platform (online database) established to facilitate continued networking, sharing and learning as well as collaboration among and between civil society actors and the media in the Caribbean (www.panosip.org). At the launch of the regional hub in Jamaica in June, the PIP was lauded by participants — among them key civil society actors, including the C-CAM, a CEPF grantee — who were excited at the possibilities the system presented. “Information on the development and potential of the portal was the high point,” commented one participant in the evaluation.

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

- 1) Viable and effective collaboration between at least 10 stakeholders that have not previously worked together in the 9 target countries. Collaboration will be on information sharing, learning and best practices and communicating these through a variety of channels to policy makers and the public, regarding the sustainable management of KBAs, biological corridors and biodiversity issues. Effective local and regional functioning networks of NGOs, media, CSO sectors and Government will enable partners to access the technical capacities needed to ensure conservation efforts are successful. At least 2 regional policy bodies (the Caribbean Community Climate Change Centre and the Caribbean Policy Development Centre) working more closely with CSOs to incorporate conservation issues into Caribbean policy and planning.
- 2) The conservation value of the three conservation corridors widely recognised and respected by many stakeholders within designated countries (Jamaica, the Dominican Republic and Haiti).

Actual Progress Toward Long-term Impacts at Completion:

- 1) In Jamaica, there is viable and effective collaboration among at least five (5) stakeholders (organisations and individuals) involved in a public education campaign to save one of the island’s key biodiversity areas —

the Cockpit Country. Those stakeholders include the Windsor Research Centre (WRC); the Cockpit Country Local Forest Management Committee; and the Jamaica Environment Trust, together with such independent operators as filmmaker Esther Figueroa and the blogger and social media advocate Emma Lewis. The foundation for this work was laid, at least in part, by the Panos communication workshop in Jamaica, which brought all of these actors together. In so doing, the project provided the opportunity for the exchange of ideas while helping to foster a spirit of collaboration in the interest of the conservation cause. At the same time, the workshop exposed them to the media and practitioners in the field, thus enhancing their understanding of how the media operates while at the same time educating them on the tools, including press releases and social media, that are necessary to successfully getting conservation messages into the public sphere for discussion and debate. Media practitioners, including senior journalist Christopher Serju of the Jamaica Gleaner and freelancer Lovelette Brooks were able to make connections with entities such as the WRC and the Cockpit Country Local Forest Management Committee, whose work they had been unaware of. Others, such as senior editor at the Jamaica Observer, Vernon Davidson, also got the opportunity to meeting some of the conservation group representatives for the first time, though he was familiar with some of their work.

- 2) Also in Jamaica, there is collaboration among stakeholders in the Save the Goat Island campaign. While that campaign began independent of the Panos project, the project was able to create the space — through the communication workshop and webinars — for discussion on some of the associated issues and facilitated networking to allow for collaboration among players at later stages of the campaign.
- 3) In Haiti, Panos was able to capitalise on another project implemented with the Macarthur Foundation to make links with vulnerable conservation areas, such as Macaya. Links were made with, as one example, the Organisation for the Rehabilitation of the Environment (ORE), a grassroots organisation established in Haiti in 1985 to protect the environment and increase local farmers' income-generating capacity. ORE was helpful in connecting Panos with other CSOs under the project and provided communication documents on biodiversity that proved useful in preparing the content for the communication workshop. Meanwhile, the Macaya activity also involved the Audubon Society, which has subsequently partnered with Panos on several other public awareness activities on biodiversity, including a biodiversity conservation expo at University Quisqueya in Haiti.
- 4) The existence of the Panos Caribbean online database — together with introductions and re-acquaintances made via the three organised

workshops in Haiti, Jamaica and the Dominican Republic — form the nucleus for prospective collaboration through local and regional networks of NGOs, media, CSO sectors and Government.

- 5) The Caribbean Community Climate Change Centre and the Caribbean Policy Development Centre were brought together with key stakeholders involved in conservation in the region, at the June launch of Panos' online database and its establishment as a regional hub for climate change information as well as information on biodiversity. The stakeholders included the Centre for Resource Management and Environmental Studies, the Caribbean Youth Environment Network, along with civil society actors, such as C-CAM and Birds Caribbean, in addition to senior policymakers from the Government of Jamaica. The event, held in Montego Bay, Jamaica, provided the opportunity for stakeholders — some of them meeting for the first time — to network while affording them a platform from which to formulate alliances, in the interest of collaborative action to incorporate conservation issues into Caribbean policy. Participants were thrilled at the possibilities presented by the Panos Information Portal and the chance to network and share ideas. Said one participant: "The great highlight was the launch of the regional hub and what would develop from this workshop". Another commented: "Very interesting, seeing different perspectives from various Caribbean countries. Many excellent suggestions; hopefully, many will be taken up by governments, etc. Communication is a big issue!"

At the same time, significant inroads have been made toward having the conservation value of three corridors recognised and respected by a wide cross section of stakeholders across the three islands — Jamaica, Haiti and the Dominican Republic.

- 1) The creation and dissemination of a video capturing the conservation efforts across all three islands is a further step toward realising that goal, on which there has been some marked progress, given the extent of coverage of biodiversity issues over the lifetime of the project and the public's response.
- 2) Jamaica has proven a particularly successful case as events have unfolded around the Cockpit Country key biodiversity area, a significant area of which is located in Trelawny and the Goat Islands, located inside the Portland Bight Protected Area in Clarendon.
- 3) Hits attracted by media reports done in the Dominican Republic, for example, is also a progress marker. Stories done by Journalist Fellow Solange de la Cruz and published by *Espacio Insular* online received between 700 and 1,500 hits.

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

- 1) Coverage of CEPF priority issues (biodiversity conservation, climate change, ecosystem services) in leading Caribbean newspapers, radio, and television increased by 20 per cent.
- 2) 30 key NGOs working in CEPF priority corridors demonstrate competency in critical skills required for effective communications, networking, and outreach, as based on Panos assessments and CEPF civil society tracking tools.
- 3) At least 15 of the key targeted NGOs and media houses exchanging key information through the use of database developed under the project.
- 4) At least 20 per cent of the population of Jamaica, Haiti and the Dominican Republic reached with strong messages on the conservation corridors through public education campaigns.
- 5) Ten per cent increase in awareness of priority issues in the 9 Caribbean islands based on Panos and partner assessments.

Actual Progress Toward Short-term Impacts at Completion:

- A) Biodiversity conservation, climate change and ecosystem services have been covered by the media throughout the life of the project, due in part to the series of journalist fellowships offered in the three islands — Haiti, Jamaica and the Dominican Republic. From the baseline reports, we are aware that reporting on biodiversity issues was minimal at best and largely inconsistent. The project — together with events unfolding on the ground, such as the debate over the Goat Islands development in Jamaica — served to realise an increase in reporting on the issues.
- B) Some 59 pieces were published, 46 of them news articles, together with some 13 blogs — all looking at biodiversity issues across the three target islands, whose realities reflect those of other islands within the Caribbean. In Jamaica, 37 pieces (including news stories, blogs and press releases) were published, while 12 news pieces were published in Haiti and an additional 10 in the Dominican Republic.
- C) Courtesy of the three Panos workshops and subsequent follow-up collaboration with Panos, NGOs under the project have demonstrated important improvements in their communication capacity:
 - All have acknowledged the value of communication. In the case of Jamaica, a number of civil society actors — including CEPF beneficiaries the WRC, the Cockpit Country Local Forest

Management Committee, and C-CAM and STEA — have made significant strides.

A number of them, notably the WRC and the Cockpit Country Local Forest Management Committee, are collaboratively involved in the rollout of the Cockpit Country Public Education Campaign. Some of them — the C-CAM and the Jamaica Environment Trust, both CEPF grantees, along with blogger Emma Lewis — are, too, involved at different levels in the **Save the Goat Islands** initiative.

- Several have demonstrably increased their engagement with media on conservation issues since the Panos project, indicating that behaviour change has occurred. According to C-CAM, while they recognised the value of communication, the knowledge of how to approach and build relationships with the media had been a factor in that organisation not being more visible and vocal re conservation issues. However, after the workshop and with some guidance from Panos on how to maximise press releases and dissemination, they are using the media more effectively. They have reported sharing as many as four press releases, in collaboration with consultants and feedback from Panos, since the Jamaica workshop.

The WRC, for its part, has now established a social media page (Facebook), having, ahead of the communication workshop in Jamaica, been averse to the use of the social media to deliver key conservation messages to the public — citing, among other things, inadequate staff support and unreliable Internet service.

- D) While Panos is not in a position to report precisely on the percentage of the population reached in Haiti, Jamaica and the Dominican Republic, the publications in which the reports have appeared have large circulation numbers, thus providing an indication of the audience reached. The *Jamaica Gleaner*, for example, has circulation numbers above 30,000 for the daily and 100,000 for their flagship Sunday publication. *Listin Diario* has circulation numbers above 112,000, with stories published through the project's journalist fellowship programme by *Espacio Insular* online received between 700 and 1,500 hits.

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.

There were a number of challenges encountered over the life of the project, toward achieving its short- and long-term impacts.

- 1) Journalist fellows who failed to produce their quota of stories on time, and others who failed to submit at all, necessitating the identification of new fellows.
- 2) An inadequate budget to cover the full cost of consultant fees for the video production, requiring bargaining and some measure of in-kind support from the consultant.
- 3) Difficulty finding the right dates for workshops that would see the full participation of both journalists and the civil society partners.

Were there any unexpected impacts (positive or negative)?

- 1) Collaborative opportunities for players involved in the crafting of the ***Cockpit Country is Our Home*** campaign in Jamaica. As noted, this was made possible, in part, through the convening of the Jamaica workshop, held in February and March of 2014, which brought civil society actors together with media practitioners; and the subsequent associated quasi-Action Learning Group meeting that attracted the participation of key civil society stakeholders and the media. Of note is that the ALG meeting was the result of the success of the Jamaica workshop and made possible through collaboration with CANARI, courtesy of a grant from the MacArthur Foundation.
- 2) The offer of free communication training for NGOs and journalists involved in the Haiti and Dominican Republic workshops by participating trainers — provided a space could be found to accommodate same. This, with the value and need for networking having been established through the workshops. As yet, this offer has not been taken up, but remains on the table for future action.

Project Components

Project Components: *Please report on results by project component. Reporting should reference specific products/deliverables from the approved project design and other relevant information.*

Component 1 Planned: 1) Communication capacity of 32 key Civil Society Organisations strengthened, in the 11 focus countries, to ensure the protection of threatened species, assist in

the sustainable management of KBAs and relevant conservation corridors, through communicating biodiversity conservation issues.

Component 1 Actual at Completion:

A) Communication capacity of some 24 civil society organisations enhanced and 21 media workers trained to produce and share conservation information with key target audiences through three capacity building workshops and four webinar sessions in the THREE focus countries – Haiti, Jamaica and the Dominican Republic.

B) Four baseline reports completed, each providing insight into the level of reporting on biodiversity issues in the Haiti, Jamaica, the Dominican Republic and St Vincent and the Grenadines. Information from the baselines not only informed work under the Panos project but also inspired and helped to justify other project work. One example of this was the Kiunzi project undertaken in the Dominican Republic to strengthen web communication and networking capacities of organisations working in key biodiversity areas in that island. Ten (10) CEPF grantees benefitted from that project.

C) Two reports tracking the more than 40 stories and blogs produced under the project completed, indicating an uptick in reporting on biodiversity conservation issues in the three target islands — Haiti, Jamaica and the Dominican Republic — relative to findings in the baselines done, which revealed a dearth of stories on the subject.

Component 2 Planned: Improved information sharing mechanisms and network building skills on key CEPF issues within 32 civil society organisations in the Caribbean.

Component 2 Actual at Completion:

A) Online database — called the Panos Information Portal (PIP) and accessible through *www.panosip.org* — established in searchable format and in English, complete with an current list of 735 'People', 58 'Institution' and 113 'Media' contacts, as well as a document library and with webinar capabilities. More than 100 stakeholders, including civil society actors and media, have been granted access to the system. Panos has also partnered with Germanwatch to ensure that the PIP will continue to be built based on work under another project.

B) Quasi Action Learning Group meeting held to foster networking and information sharing on biodiversity conservation in the region. While a lack of funding and busy schedules of participating organisations negated the delivery of any actual products from that effort, a foundation has been set for the future work and, together with the Jamaica workshop, informed the Cockpit Country campaign that was led by the WRC.

C) Brochure and video documentary produced and translated into three languages — French, English and Spanish — and disseminated to stakeholders in Jamaica, Haiti and the Dominican Republic to facilitate sharing and learning on

conservation activities in the Caribbean. Both products have been disseminated to more than 100 stakeholders.

Component 3 Planned: Methodologies built for effective sharing of learning and best practices between NGOs, media, Government agencies and several other stakeholders in biodiversity conservation in 11 countries across the Caribbean islands to protect threatened species and manage KBAs and corridors.

Component 3 Actual at Completion:

A) Some 59 articles were produced, 27 of them through the Journalist Fellowship Programme under the project and the others produced by project team members and/or stakeholders — ranging from news articles to blogs and press releases.

Component 4 Planned: AMENDMENT: Strengthened Panos capacity for project implementation through improved systems of financial and project management and a revised programme strategy.

Component 4 Actual at Completion:

A) Panos grant and project management capabilities enhanced. Panos was able, through the project, to procure QuickBooks (Version Enterprise 13) and to create a new financial and accounting manual, both of which have boosted the organisation's grant and financial management capacity.

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

Project monitoring and evaluation could have been better. It required a clearer and more structured plan, implemented from the start of the project — and complete with a dedicated budget — in order to ensure overall effectiveness throughout the life of the project and its sustainability going forward.

Please describe and submit (electronically if possible) any tools, products, or methodologies that resulted from this project or contributed to the results.

NOTE: Brochure and documentary video produced under the project already shared with RIT representative for Jamaica Ms. Nicole Brown.

Documentary video also available at

<https://www.youtube.com/watch?v=Zsmqc2kuE-w>.

The brochure is to be shared online in 2015. See *links to some of the stories and blogs produced in the appendices*.

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.

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

LESSON#1

Journalist fellowship programmes have been a best practice of Panos Caribbean for several years and has been used to good effect in helping to amplify the voices of the most marginalised and/or vulnerable and on issues that are given little, if any prominence, in the media.

We have found over the course of this project that each fellowship programme is, in fact, different and depending on the subject matter requiring coverage by journalists as one feature of a fellowship, it can prove immensely time consuming and also costly, particularly as it relates to television productions.

Beyond that, a key lesson learnt is that strengthened engagement with editors of media houses to which journalists are assigned, is essential prior to the implementation of the fellowship, as part of efforts to safeguard publication of the stories once written/produced by the journalists.

Lesson #2:

Project monitoring systems and evaluation options needed to have been more carefully developed, more clearly articulated and then more systematically implemented.

LESSON #3:

The project was too ambitious for the timeframe initially set.

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

LESSON #4:

Making connections between projects was vital to help to keep costs down while at the same time helping to set the Panos team on the way to realising its targets. Panos was able to use this type of sharing to good effect during this project.

For example, the Germanwatch event in Montego Bay, which saw the establishment of Panos as a regional hub for climate change information, also served to officially launch the new Panos online database, developed in part under this project and another project that was financed through the International Development Research Centre. It also brought together stakeholders targeted under this project who were common to the Germanwatch project.

LESSONS #5

A reliable Internet/online architecture is a vital ingredient for any communication outreach effort today. While the project, generally, enjoyed good success with this, there were times when search failings with the Panos website affected

monitoring. Panos is now looking to correct those challenges as part of informed next steps from the project.

Other lessons learned relevant to conservation community:

LESSON #6

Communication is vital to the success of the conservation movement. Behaviour as well as policy change — both of which the conservation movement inside as well as outside of the Caribbean are after — is influenced by same.

Good media pick-up of an issue, for example, is one sure way to attract the attention of the public, which in turn, gets the attention of Government officials, notably politicians. The result, though it takes time, depending on the issue and the commitment of the audience, is invariably behaviour and/or policy change.

Additional Funding

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 the CEPF investment in this project.

Donor	Type of Funding*	Amount (US\$)	Notes
Christian Aid	Project co-financing	1,000.00	Community climate change adaptation activity in Mocho and Portland Cottage used as a platform to share communication lessons learnt for biodiversity conservation, in line with CEPF project objectives.
Germanwatch	Project co-financing	19,459.00	Launch of Panos as a regional hub for climate change information in the Caribbean (June 2014) used as platform to launch the new online database developed in part under the CEPF project and to facilitate networking among targeted beneficiaries of the Panos-CEPF project from across the region (including Jamaica, Barbados, and Belize).
MacArthur Foundation	Project co-financing	8,101.00	Work through the Macarthur Foundation to build communication capacity on climate change and biodiversity issues impacting communities devastated by the 2010 earthquake, in line with CEPF project priorities among targeted beneficiaries.
The Panos Institute	Project co-	2,607.56	Regional director of

	financing		<p>finance contribution – 3 days per quarter at US\$126.00/day = 1,134 Other team members periodically contributing to project – Logistics officer, Haiti: 5 days per quarter at US\$24.00 per day = 360.00; Programme officer, health: 3 days per quarter at US\$90.08 per day = US\$798.48; Intern, Jamaica: 5 days per quarter at US\$15 per day = US\$225.00</p>
Societe Audubon	Project co-financing	13,915.00	<p>Training for 35 young people in photojournalism and environmental conservation provided the opportunity to reach a young audience on issues around biodiversity conservation in Haiti. It also provided the opportunity to make links with stakeholders, including ORE Haiti with whom information, on the CEPF project was shared. They were subsequently kept abreast of activities under the project.</p>
CANARI	Project co-financing	909.00	<p>Quasi-Action Learning Group meeting convened, providing opportunity for follow-up with stakeholders in the wake of the Jamaica workshop while affording opportunity for continued networking,</p>

			information sharing as well as the exchange of lessons learnt.
Total		\$45,991.56	

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

- 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.)*

Sustainability/Replicability

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

1) One success in achieving planned sustainability and/or replicability of the project is the platform provided through the workshops that targeted civil society actors and media stakeholders.

Training in communication tools — including video and social media — together with the networking afforded the two sets of players, helps to lend continuity to the project. This is specifically as it relates to the use of communication to advance the conservation movement in the target countries under the project and, by extension, other islands of the Caribbean. The tools to which they were exposed in the case of civil society actors and the resource persons, in the case of the media, should serve stakeholders well beyond the life of the project.

At the same time, given the foundation that has been laid, there is room for a phase two of the provisions under the project in order to further cement skills gained through practise and with the benefit of oversight and support from an entity like Panos.

Panos is currently in discussions with several other partners in Haiti, such as the German Federal Enterprise for International Cooperation (GIZ), and Jamaica to build on the work done under the project.

2) The online database is a tool that will remain at the disposal of civil society actors working in and outside of conservation, including the media, long after the project has ended. This is so as it provides the platform for information sharing as well as networking. Panos will also be publicising it and expanding its resources under its project with Germanwatch in 2015.

3) One challenge to the sustainability and replicability of the project is the requirement for at least periodic monitoring of some civil society actors, including the media, to help ensure their use of the tools that have been made available to them. We have found, for example, that many stakeholders, while having been given access to the database and subsequently informed of that access, have not yet utilised the system — despite repeated prodding to do so.

4) Another challenge to sustainability is the limited or no access to technology, such as reliable Internet connection, for some stakeholders.

5) Another challenge is the requirement for a shift in the organisational culture of some civil society actors. The use of technology, for some, is new — a challenge that is compounded by, as noted, their limited or no access to same. Further, having done things one way for many years, it is difficult, though not impossible, for some actors to make the transition to 21st century communication requirements in the interest of their conservation cause. However, Panos has observed that with at least one Jamaican entity that fell into this category, there has been a change. The entity now has a Facebook page, despite challenging limited reliable access to the Internet and a heavy schedule of activities.

Summarize any unplanned sustainability or replicability achieved.

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

Additional Comments/Recommendations

N/A

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:

Name: Petre Williams-Raynor & Indi Mclymont Lafayette
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E-mail: Jamaica@panoscaribbean.org

*****If your grant has an end date other than JUNE 30, please complete the tables on the following pages*****

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 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, 2007 to June 30, 2008. (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.	No			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?	No			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.	No			
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.	No			
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.	No			

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

APPENDICES

APPENDIX 1: Jamaica Workshop participants list

NAME		ORGANISATION
1	Hugh Dixon	Southern Trelawny Environmental Agency (STEA)
2	Ingrid Parchment	Caribbean Coastal Area Management Foundation (C-CAM)
3	Donetta McGhie	CCLFMC
4	Mike Schwartz	Windsor Research Centre
5	Judith Wedderburn	FES
6	Melbourine McPherson	PM, Clarendon Local Sustainable Development Plan
7	Emma Lewis	Inde/Blogger
8	Wellington Taylor	JCDT
9	Andreas Oberli	The Plant Conservation Centre
10	Damany Calder	Birds Caribbean
11	Lovelette Brooks	Media/Consultant/Fellow
12	Vashan Brown	TVJ
13	Kimone Thompson	Jamaica Observer
14	Ingrid Brown	Jamaica Observer

15	Mark Cummings/	Jamaica Observer
16	Christopher Serju	Jamaica Gleaner
17	Zahra Burton	18 Degrees North
18	Roy Miller/Rep	BESS FM
19	Ray Alexander/Rep	Sun City
20	Dudley Thompson	Roots FM
21	Petre Williams-Raynor	Facilitator
22	Indi Mclymont-Lafayette	Facilitator
23	Adene Chung	Logistics
24	Oneil Miller	Trainer: Video
25	Camille Campbell	Trainer: Social media
26	Janice Budd	Communication specialist/facilitator
27	Vernon Davidson	Exec Editor - Publication
28	Diana McCaulay	Jamaica Environment Trust

APPENDIX 2: DR Workshop Participants List


 Taller de Comunicación de la Biodiversidad
 Pecos Caribe - CEPF
 Hotel Barceló (Santo Domingo), República Dominicana
 13 y 14 de marzo de 2014

Listado de participantes:

Jueves 13 de marzo de 2013

	Nombre	Institución	Teléfono	Mail	Firma
1	Yenny Alcántara	Dicono León	809-323-3560	valentura@decision.com	Yenny Alcántara
2	Fabio González Rozoni	TRAVELMIA	809-577-5609	fabio@travelmia.com.do	Fabio González
3	Maximino Heron	Proactiva	809-808-5868	maximino33@proactiva.com	Maximino Heron
4	Sergio del Real	CAD	809-864-0332	delreal@cad.com.do	Sergio del Real
5	Walter Gullón	UNIC0	809-444-4444	walter.gullon@unic0.com.do	Walter Gullón
6	Franco Jovles	CESE	809-852-6619	fran@cese.com.do	Franco Jovles
7	José Rosca	SOH	809-753-1888	soh@soh.org.do	José Rosca
8	Juan Manuel Díaz	IIDDI	809-721-4288	juanmanuel@ididi.org	Juan Manuel Díaz
9	Silvante Pirella	INTEC	809-419-7083	silvante.pirella@intec.edu.do	Silvante Pirella
10	Ximelba Serrano	SODIN	809-691-3646	ximelba@sonido.com.do	Ximelba Serrano
11	Cristina Nivar	Grupo Traya	809-722-9854	cristina.nivar@traya.com.do	Cristina Nivar
11	Leidy Rylass	CEPF Paris	829-394-6167	leidyrylass@gmail.com	Leidy Rylass
12	Sandra de la Cruz León	Proactiva	809-844-1544	sandradela@proactiva.com	Sandra de la Cruz León

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Taller de Comunicación de la Biodiversidad
Panos Caribe - CEPF
Hotel Barceló (Santo Domingo), República Dominicana
13 y 14 de marzo de 2014

Panos Caribbean

	Nombre	Institución	Teléfono	Mail	Firma
13	Thelma Pantoja	Panorama H	809-837-8468	Thelma.Pantoja@panorama.h	
14	Nicolás Lahera	FIWZ1	829-3435441	nicolas@kinari.com	
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Taller de Comunicación de la Biodiversidad
Pecos Caribe - CEPF
Hotel Barceló (Santo Domingo), República Dominicana
13 y 14 de marzo de 2014

Listado de participantes:

Viernes 14 de marzo de 2013

	Nombre	Institución	Teléfono	Mail	Firma
1	Solange de la Cruz Moya Ruedista	SODIN-III	809 584 4544	solange.delacruz@gmail.com	
2	Rodrigo Z. Lirio	SODIN-III	809 584 2447	solinmgia@hotmail.com	
3	Sergio de la Rosa	CAD	809 824 0332	harosa.sergio@gmail.com	
4	Fausto Gómez Reaorti	PRONATURA	809 457 5009	fgomez@pronatura.org.do	
5	Maximino Herrera	PRONATURA	809 888 5888	mherrera@pronatura.org.do	
6	José Rosca	SOH	809 753 1388	SOH@soh.org.do	
7	Cara Oball Coates	SOH	809 379 2865	mlc147@gmail.com	
8	Patricia Landis	CEBSE	809 852 4019	cebse@don.net.do	
9	Jully Jimena	CEBSE	849 851 4809	jully.miranda@cebsse.com	
10	Miguel Ángel Uribe	Revolco HOT	809 407 0212	muriibe@revolco.com	
11	Cristina Nivar	Grupo Jeyca	829 922 7854	crispinivar@grupojeyca.com	
12	Thommas Niaz	IDD1	809 722 9288	thomas@idd1.org	
12	Deirda Douglas	Coordinadora de Pecos CEPF	829 344 6767	pebos@cepf.com	

Cristal Arevalo

Coordinadora de Pecos CEPF

829 344 6767

pebos@cepf.com



Panos Caribbean

Taller de Comunicación de la Biodiversidad

Panos Caribe - CEPF

Hotel Barceló (Santo Domingo), República Dominicana

13 y 14 de marzo de 2014

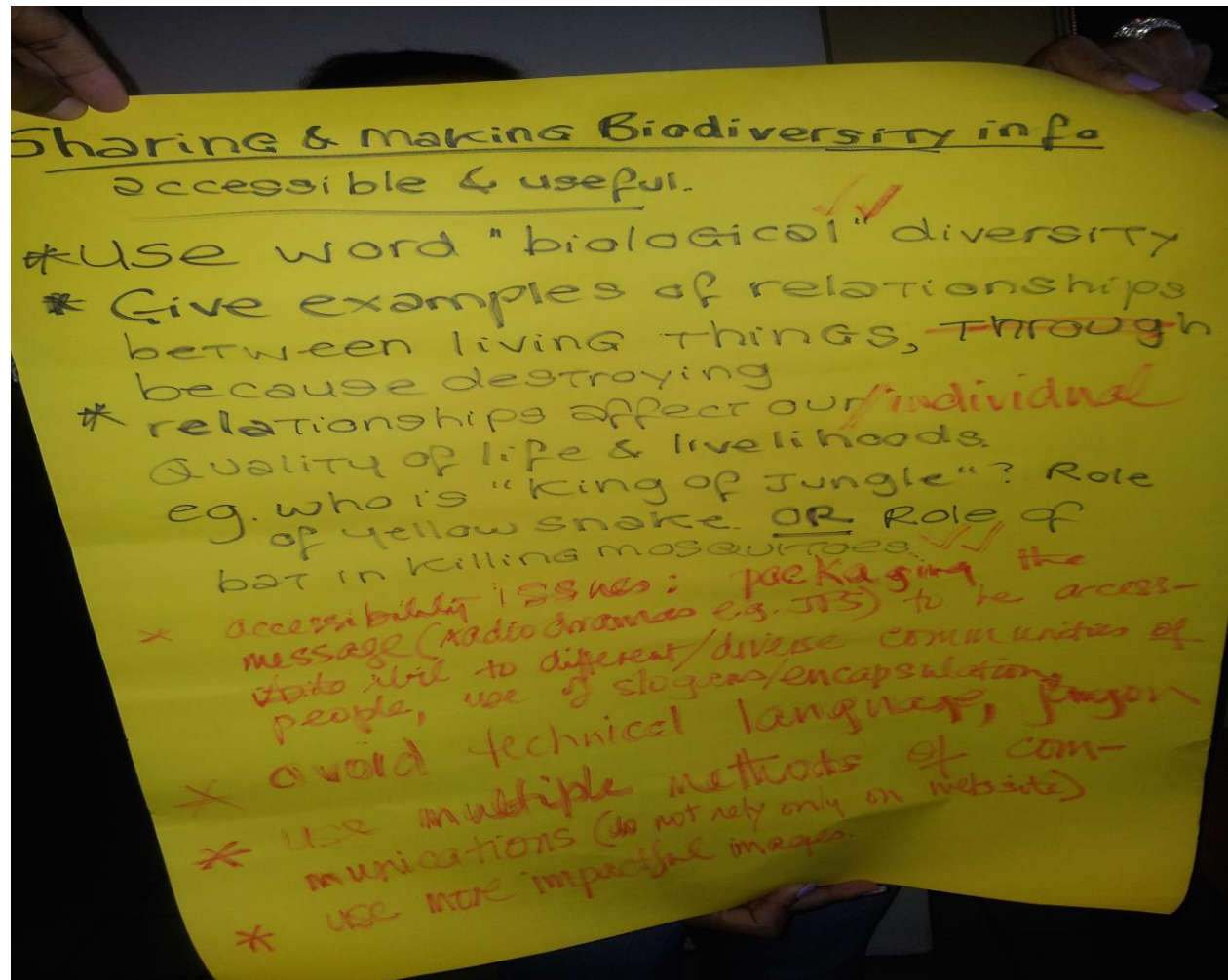
	Nombre	Institución	Teléfono	Mail	Firma
13	Melina Colón	KINIZI	809-3485441	Melina@kinizian.com	
14	Indi McInroy Infante	Panos	1876-920070	indi@panoscaribbean.org	
15	Celestino Guedes A.		112-907-9937	FilipeAntropia@yaho.com	
16	Cristina Tejera	Panos	809-815-8188	Cristina@panoscaribbean.org	
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APPENDIX 3: Scenes from the three workshops



At left:
Participants
at the
Jamaica
workshops.

Below: A sample of the outputs from the Jamaica workshop.



Participants at the Dominican Republic communication workshop in March 2014.



Participants at the Haiti workshop in discussions in March 2014.



APPENDIX 4: Links to stories and blogs produced under the project

<http://jamaica-gleaner.com/gleaner/20140718/news/news1.html>

<http://jamaica-gleaner.com/gleaner/20140912/lead/lead7.html>

<http://jamaica-gleaner.com/gleaner/20140926/lead/lead5.html>

<http://jamaica-gleaner.com/gleaner/20140927/news/news6.html>

<https://willieraynor.wordpress.com/2014/09/28/everything-is-connected-cockpit-country-and-goat-islands/>

<https://willieraynor.wordpress.com/2014/09/28/everything-is-connected-cockpit-country-and-goat-islands/>

<http://panoscaribbean.org/en/archives/3636>

http://www.hpnhaiti.com/site/index.php?option=com_content&view=article&id=14254:haiti-environnement-le-rechaud-solaire-une-alternative-au-deboisement-a-tilory&catid=37:environnement&Itemid=50

http://www.hpnhaiti.com/site/index.php?option=com_content&view=article&id=14168:haiti-env-les-corridors-biologiques-indispensables-dans-la-conservation-de-la-biodiversite&catid=37:environnement&Itemid=50

<http://lenouvelliste.com/lenouvelliste/article/137319/Le-parc-naturel-de-Martissant-un-modele-de-projet-a-reproduire>

http://www.hpnhaiti.com/site/index.php?option=com_content&view=article&id=13975:haiti-gouvernement-et-ongs-se-mettent-ensemble-pour-conserver-la-biodiversite&catid=37:environnement&Itemid=50

http://www.hpnhaiti.com/site/index.php?option=com_content&view=article&id=13960:haiti-environnement-sauvons-les-zcb-zones-cles-de-la-biodiversite-&catid=37:environnement&Itemid=50

http://espacinsular.org/spip.php?article19467&var_mode=recalcul

<http://espacinsular.org/spip.php?article19559>

<http://espacinsular.org/spip.php?article19640>

<http://www.listindiario.com/economia-and-negocios/2014/7/31/331924/Entidad-SOH-propone-generar-recursos-con-el-ecoturismo>

<http://www.listin.com.do/pagina-verde/2013/9/4/290926/El-potencial-hidrico-de-La-Humeadora>

<http://www.listin.com.do/pagina-verde/2013/9/18/292689/Recursos-para-la-conservacion>

<http://www.listin.com.do/pagina-verde/2013/10/2/294341/Promoveran-Sierra-de-Bahoruco-como-destino-ecoturistico>

<http://www.listin.com.do/pagina-verde/2013/10/16/296077/Pago-por-servicios-ambientales-en-RD>

<http://www.listin.com.do/pagina-verde/2013/11/6/298581/Agroforesteria-en-comunidades-fronterizas>

http://www.jamaicaobserver.com/environment/jamaican-iguana-fighting-for-survival_15000242

<http://www.jamaicaobserver.com/environment/-We-will-pay-to-save-COCKPIT-Country->

http://www.jamaicaobserver.com/mobile/digicel/career/New-conservation-project-to-benefit-11-Caribbean-islands_13496598

<http://www.kyssonline.com/article.php?id=11689>

<http://jamaica-gleaner.com/gleaner/20130607/news/news1.html>

<http://jamaica-gleaner.com/gleaner/20130802/news/news1.html>

<http://jamaica-gleaner.com/gleaner/20130516/news/news7.html>

<http://jamaica-gleaner.com/gleaner/20130613/news/news1.html>

<http://jamaica-gleaner.mobi/gleaner/20130629/lead/lead3.php>

<http://jamaica-gleaner.com/gleaner/20130711/news/news9.html>

<http://jamaica-gleaner.mobi/gleaner/20130719/news/news5.php>

<http://jamaica-gleaner.com/gleaner/20130620/news/news1.html>

<http://www.cockpitcountry.info/2013/06/maroons-conservationists-say-no-to.html>

<http://www.signalfmhaiti.com/index.php/89-cooperations/376-lancement-officiel-du-projet-cepf-en-haiti>

<http://wordsfrompetre.webs.com/apps/blog/show/32648318-pickersgill-on-goat-islands>

<http://wordsfrompetre.webs.com/apps/blog/show/39580093-portland-bight-could-become-ja-s-1st-biosphere-reserve>

<http://www.listin.com.do/pagina-verde/2014/3/19/314979/Fondo-para-la-biodiversida>

http://www.jamaicaobserver.com/news/Pest-control_16180647

<http://mobile.jamaica-gleaner.com/gleaner/20140421/news/news3.php>

<http://panoscaribbean.org/en/archives/3601>

<http://jamaica-gleaner.com/gleaner/20140214/news/news3.html>

<http://jamaica-gleaner.mobi/gleaner/20140303/lead/lead1.php>

<http://petchary.wordpress.com/2014/07/03/jamaica-selling-out-its-paradise-cnn-op-ed-by-wendy-townsend/>

<http://petchary.wordpress.com/2014/06/25/unep-caribbean-continues-to-celebrate-island-beauty-with-biodiversity-through-your-eyes-photo-competition/>

<http://petchary.wordpress.com/2014/06/15/tell-the-public-the-full-truth-about-goat-islands/>

<http://petchary.wordpress.com/2014/06/12/2014-coral-reef-assessment-of-portland-bight-protected-area-jamaica/>

<http://petchary.wordpress.com/2014/06/10/unep-cep-preparing-report-on-the-state-of-the-caribbeans-marine-environment/>

<http://petchary.wordpress.com/2014/06/04/the-seas-beyond-our-seas-caricom-workshop-learns-from-scientists-conservationists/>

<http://petchary.wordpress.com/2014/06/02/caribbean-endemic-bird-festival-soars-to-new-heights/>

<http://wordsfrompetre.webs.com/apps/blog/show/42338382-jet-to-wage-another-legal-battle-for-the-environment>

Appendix 5: Participants at the launch of the regional hub and Panos Information Portal

	NAME	ENTITY	POSITION
1	Clifford Mahlung (Jamaica)	Met Office	Manager, Climate Branch
2	Albert Daley (Jamaica)	Climate Change Division	Principal Director
3	Gerald Lindo (Jamaica)	Climate Change Division	Senior Technical Officer - Mitigation
5	La-Jean Powell (Jamaica)	Manchester Parish Council	Disaster Preparedness Coordinator
6	Anthony McKenzie (Jamaica)	NEPA	Director - Environmental Management and Conservation
7	Ingrid Parchment (Jamaica)	Caribbean Coastal Area Management Foundation	Executive Director
8	Mary Veira (Jamaica)	Couples Negril	Negril Stakeholder
9	Sophie Grizzle Roulmel (Jamaica)	Charela Inn	Negril Stakeholder
10	Emma Lewis (Jamaica)	Birds Caribbean	Volunteer/Independent Blogger
11	Keisha Spencer (Jamaica)	NEPT	Project Officer
12	Horace Fisher (Jamaica)	Clarendon	Clarendon Stakeholder & Freelancer
13	Dr. Maurice McNaughton (Jamaica)	Centre of Excellence, Mona School of Business and Management	Director
14	Petre Williams-Raynor (Jamaica)	Panos	Senior Programme Officer
15	Adene Chung (Jamaica)	Panos	Logistics Coordinator
16	Indi Mclymont Lafayette (Jamaica)	Panos	Regional Coordinator (Haiti and Jamaica)

17	Sharon Lindo (Belize)	Caribbean Community Climate Change Centre	Policy Officer
18	Kerry Belisle (Belize)	Protected Areas Conservation Trust	Associate Director – Finance
19	Dr. Janice Cumberbatch (Barbados)	Centre for Resource Management and Environmental Studies	Lecturer/ Researcher
20	Reginal Burke (Barbados)	Caribbean Policy Development Centre	Natural Resources Management Consultant/ Caribbean SIDS & Civil Society Organisation Expert
21	Jamilla Sealy (Barbados)	Caribbean Youth Environment Network	Representative
22	Shelia McDonald Miller (Jamaica)	PIOJ	Programme Manager
23	Nadine Brown (Jamaica)	PIOJ	Manager, Sustainable Development and Regional Planning
24	Le-Ann Roper (Jamaica)	PIOJ	Programme Specialist
25	Lisa Junghans (Germany)	Germanwatch	Policy Officer – Climate Impacts and Adaptation
26	Mikko Ollikainen (Germany)	Adaptation Fund	Climate Change Specialist

APPENDIX 6: Participants in the various media-CSO communication workshops

<p>CSOs: 24</p> <ol style="list-style-type: none">1. Birds Caribbean2. Caribbean Coastal Area Management Foundation3. Cockpit Country Local Forest Management Committees4. Negril Area Environmental Protection Trust5. Southern Trelawny Environmental Agency6. Windsor Research Centre7. Jamaica Conservation Development Trust8. Friedrich Ebert Stiftung9. The Plant Conservation Centre10. PRONATURA11. SOH Conservación12. Consorcio Ambiental Dominicano (CAD)13. CEBSE14. Grupo Jaragua15. INTEC16. SODIN17. IDDI18. UCHADER19. MHDR20. Audubon Society21. OPDFM22. FADEF23. CROSE24. MIPROS	<p>Media: 21</p> <ol style="list-style-type: none">1. Jamaica Observer (4)2. Jamaica Gleaner (1)3. Blogger (1)4. Freelancer (2)5. Minustha FM (1)6. Chaine 32 (1)7. Nouvelliste (1)8. Radio Leogane (1)9. Fonds verrettes Radio (1)10. Sud est FM (1)11. Radio Thiotte (1)12. Ti Goave FM (1)13. Listín Diario (1)14. Periódico Hoy (1)15. Diario Libre (1)16. Teleantillas, Canal 2 (1)17. Espacio Insular (1) <p>Policy: 1 National Environment and Planning Agency</p>
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