

FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Name: BirdLife International

Project Title: A Strategy for the Threatened Birds of Asia

Project Dates: May 2002 – April 2004

Date of Report: July 1, 2004

II. OPENING REMARKS

Provide any opening remarks that may assist in the review of this report.

This project aimed to build upon the wealth of information about birds, habitats and conservation issues that was published in *Threatened birds of Asia: the BirdLife International Red Data Book* (BirdLife International 2001). The working title for the main project output was “Strategy for the Threatened Birds of Asia”, but this was later changed to *Saving Asia’s threatened birds: a guide for government and civil society*.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: Conservation and scientific bodies read and use the *Threatened Birds of Asia Strategy*

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	

<p><i>Conservation and scientific bodies carry out effective and focused conservation as prescribed in the Threatened Birds of Asia Strategy</i></p>	<p>The current project is part of BirdLife International's Threatened Species Programme. Together with <i>Threatened birds of Asia: the BirdLife International Red Data Book</i>, it has made widely available comprehensive information on the threatened birds of the Asia region, the key habitats and sites for their conservation, and the main threats to birds and habitats that need to be addressed. The conservation community in the region is already taking action on many of the "strategic solutions" proposed by the project.</p> <p>Examples of on-going initiatives are:</p> <ul style="list-style-type: none"> • BirdLife Indonesia and others (with support from CI) plan to purchase a logging concession in one of the few large remaining lowland forest blocks on Sumatra. • BirdLife Indochina Programme is working with the Myanmar government to ensure protection of newly discovered sites for the Critically Endangered Gurney's Pitta <i>Pitta gurneyi</i>. • On-going Bombay Natural History Society (BNHS) project has located new sites for the Critically Endangered Forest Owlet <i>Heteroglaux blewitti</i>, and is working for their improved protection. • The Ornithological Society of Pakistan and BNHS working to prevent the use of the drug that has caused vulture populations to crash in South Asia, and BirdLife Indochina Programme is part of a consortium working to protect vulture populations in Cambodia. • On-going searches for species not recorded in recent decades include BirdLife Indochina Programme searches for Pink-headed Duck <i>Rhodonessa caryophyllacea</i> in Myanmar and BirdLife Indonesia surveys at former Javanese Lapwing <i>Vanellus macropterus</i> localities. • Haribon Foundation projects to work with local people for the protection of outstanding IBAs for threatened birds, including Siburan on Mindoro and a Philippine Eagle <i>Pithecophaga jefferyi</i> site on Samar. <p>Because many of the "strategic solutions" proposed by the project can only be taken by governments or the corporate sector, the distribution of advocacy copies of <i>Saving Asia's threatened birds</i> is being used by Partners to raise awareness of key conservation issues within these sectors. For example, the Bird Conservation Society of Thailand is using the book to lobby the Thai government regarding a road bridge project that threatens the intertidal wetlands of the Inner Gulf of Thailand.</p>
<p><i>Improvements in the conservation status of threatened bird species in Asia</i></p>	<p>This is a long-term goal, which clearly cannot be measured within the project period. As described above, the project is already playing a part in the development of many highly focused conservation actions and advocacy targeted at key decision makers.</p>

Describe the success of the project in terms of achieving its intended impact objective and performance indicators.

This project has produced a suite of advocacy products, designed to increase awareness within the Asia region and internationally of the actions required for the conservation of Asia’s threatened birds and their habitats. It is too early to fully assess the performance indicators, but there is evidence that an increasing number of projects are addressing the “strategic solutions” proposed by the project. The project outputs have been distributed to relevant advocacy targets in every country and territory in the Asia region and internationally.

Were there any unexpected impacts (positive or negative)?

IV. PROJECT OUTPUTS

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1: Threatened birds of Asia strategy printed and published	
<i>1.1 Accounts drafted on 9 forest regions (6 corresponding to CI Hotspots) and 3 grassland regions (one lying within a CI Hotspot) in Asia, and on key areas for waterbirds and seabirds, with analyses of threats and conservation measures within each region.</i>	Accounts were written on nine forest, three grassland and 20 wetland regions, and on seabirds. Together, these accounts cover the ranges of all threatened bird species in the Asia region. This habitat-based approach allowed a direct analysis of the factors causing declines in bird populations throughout Asia, with conservation measures proposed to address these threats. When all of the material for the English-language edition of the book had been finalised, the relevant sections were sent to China and Indonesia to be translated for inclusion in national language editions of the book.
<i>1.2 Draft habitat region accounts circulated to relevant experts and agencies for editing and review.</i>	The draft habitat region accounts were circulated widely to relevant experts and agencies. Significant comments were received from 61 reviewers, including 49 based in the Asia region (in 19 of the 25 countries and territories), who are credited on the title pages of the book. It should be noted that the current analysis built upon <i>Threatened birds of Asia: the BirdLife International Red Data Book</i> , which included contributions from more than 1,000 ornithologists and conservationists.
<i>1.3 Introductory sections and appendices completed.</i>	Introductory sections were completed (following circulation for review), which include: (i) an overview of the birds, habitats and people in the Asia region; (ii) the project’s analysis of Asia’s threatened birds and their habitats, including the relationships between habitat regions, CI Hotspots, Endemic Bird Areas and WWF’s Global 200 Ecoregions; (iii) conservation issues and strategic solutions, including an overview of the threats to Asia’s birds, policy approaches to biodiversity conservation, conventions and related mechanisms (and how they can be used for the benefit of threatened birds), and an analysis of the priorities to prevent the extinction of Asian birds. An Appendix provides summary information on all threatened bird species in the Asia region. When

	the introductory sections and Appendix had been finalised, they were sent to China and Indonesia to be translated for inclusion in the national language editions of the book.
1.4 Graphics and illustrations for publication prepared.	Maps were prepared of all 33 habitat regions, showing the location of over 300 of the most outstanding Important Bird Areas for threatened birds in the region. The book includes 112 tables and 42 figures (including the maps). Picture research for the project obtained over 500 images of threatened birds, their habitats and conservation issues from c.70 photographers, from which 193 were selected for inclusion in the book.
1.5 Design, layout and printing of publication completed.	The project publication, <i>Saving Asia's threatened birds</i> , is designed to present the hard facts about the great pressures on Asia's environment and birds, and what needs to be done to address these issues, in an attractive and user-friendly layout. The habitat region accounts have a simple standard format, which we hope makes them accessible to non-specialists in bird conservation. The print runs were 2,000 for the English-language edition of the book, and 1,000 for the Chinese and 500 for the Indonesian editions.
Output 2: CD-ROM version of strategy produced and published	
2.1 Test version of user interface prepared for CD-ROM, to allow users to search the material in the strategy by country, species, type of conservation issue (e.g. forestry, protected areas), etc.	A test version of the interface for the CD-ROM edition of <i>Saving Asia's threatened birds</i> was prepared.
2.2 CD-ROM version of strategy duplicated, cover designed and printed.	The design of the CD-ROM has been finalized, a cover designed and printed, and to date c.1,500 copies have been duplicated.
Output 3: Strategy website developed.	
3.1 Test version of user interface prepared for website, to allow users to search the material in the strategy, and automatic links made from the strategy to the more detailed information on threatened bird species published	A test version of the user interface for the project website was prepared.
3.2 Website user interface and content completed ready for launch.	The website user interface has been finalised, and it is ready for launch.
Output 4: Advocacy copies of strategy book and CD-ROM distributed.	
4.1 Copies of the strategy distributed to an identified suite of interested parties (international NGOs, donor communities, national NGOs, government agencies, learned societies, university departments) within 2 months of its publication at the start of 2003.	Our records show that to date 1,272 copies of the <i>Saving Asia's threatened birds</i> book have been distributed for advocacy purposes, including 934 within the Asia region (to all 25 countries and territories) and 338 to the rest of the world. BirdLife Partners and Affiliates in the Asia region have been sent and have distributed within their own countries a total of 760 copies, and copies have been posted from the UK to countries where BirdLife is not represented. The main advocacy targets in Asia are government agencies, national NGOs and academic institutions. The main targets in the rest of the world are international NGOs, convention secretariats, the World Bank, etc. Advocacy copies of the book continue to be distributed.
4.2 Copies of the CD-ROM version of the strategy distributed to an identified suite of interested parties.	About 500 copies of the CD-ROM were given to members of the BirdLife Asia Partnership at the BirdLife World Conference in South Africa in March

	2004, for distribution within their own countries. Twelve hundred more have been duplicated ready for distribution within Asia and elsewhere.
Output 5: Strategy launched and project results publicized	
<i>5.1 Strategy launch event held in Asia, linked to the BirdLife Asia Council meeting for 2003.</i>	<i>Saving Asia's threatened birds</i> was launched at a special event in Tokyo in November 2003, in the presence of HIH Princess Takamado of Japan, and another launch was held in Mumbai, India at the same time. The Tokyo launch was attended by about 100 people from the regional and international conservation community, including representatives of the Japanese Government, CEPF/Conservation International and the World Bank/GEF.
<i>5.2 Project summary leaflet, poster, slide sets and PowerPoint presentation distributed to BirdLife Partners, Affiliates and Country Programmes to publicise the project and advocate its results at the national level.</i>	A project summary leaflet and display boards were prepared in time for the launch event, and two project posters have been produced, entitled <i>Asia's forest bird crisis</i> and <i>Saving Asia's threatened birds: key regions for conservation</i> . The leaflet (c.1,000 copies) and posters (up to 1,000 copies of each) have been distributed to Asian Partners and others. A PowerPoint presentation about the project was prepared and used at the two launch events, the BirdLife International World Conference and Asia Regional Partnership meetings, at a Wetlands International conference, etc.
<i>5.3 Press releases issued to publicise the launch event and the project results.</i>	Press releases were issued by BirdLife International and CEPF/Conservation International at the time of the launch event, and the project results and launch received press coverage in many Asian countries and in the international media.

Describe the success of the project in terms of delivering the intended outputs.

All of the intended project outputs have been produced and distributed, including a book (with separate editions in English, Chinese and Indonesian), two posters, a summary leaflet, a CD-ROM and a project website. An additional output, a Hindi-language edition of the book (including all sections relevant to India), is planned by the Bombay Natural History Society (BirdLife Partner for India). The main project output, *Saving Asia's threatened birds*, has been well received (for example there have been several positive reviews). A successful launch event was held in Tokyo, which received significant press coverage. Early indications are that the project has helped to stimulate new interest in threatened birds and their habitats, and will lead to enhanced action for their conservation.

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

None.

V. SAFEGUARD POLICY ASSESSMENTS

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

None.

VI. LESSONS LEARNED FROM THE PROJECT

Describe any lessons learned during the various phases of the project. Consider lessons both for future projects, as well as for CEPF's future performance.

The original schedule for the project was over-ambitious, and CEPF agreed on an extension to the project to allow time for its full completion. In particular, insufficient time was allocated to the review process, which caused several months delay. This delay affected the production of many project outputs, as work on the Chinese and Indonesian editions of the book, the CD-ROM and the website could not commence until all comments from reviewers had been incorporated and the final proofs of the English-language edition of the book were ready to send to print. Another problem which we did not anticipate was the difficulty that we would have in converting the very large digital files of the strategy book (which is highly graphic with many maps and high-resolution photographs) into a format that could be used on a CD-ROM and the Internet.

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

The BirdLife Secretariat has considerable experience in preparing publications and associated products, and we were able to anticipate and include in the project design the appropriate activities to achieve the project aims. As described above, the original time schedule for the project proved to be unrealistic, and we required a time extension to allow all project outputs to be completed.

Project Execution: (aspects of the project execution that contributed to its success/failure)

The project was an innovative development from BirdLife International's threatened species programme, which has been running since the 1970s. The wealth of data and research contacts built up during this period provided a very solid basis for this project. The involvement of the BirdLife Asia Partnership, which has also been evolving over several decades, was vital to the success of both this project and *Threatened birds of Asia: the BirdLife International Red Data Book*. The national and local perceptions provided by contributors and reviewers during these projects mean that there is a much greater chance that the conservation measures being proposed are realistic and appropriate.

VII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

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