

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name:

Caucasus Environmental NGO Network (CENN)

Project Title (as stated in the grant agreement):

Environmental Communication Campaign – “Conservation for Sustainable Development in the Caucasus Ecoregion”

Implementation Partners for this Project:

- Caucasus Youth Environmental Network (CYEN)
- Public Information Centre of Samtskhe-Javakheti
- Public Information Centre of Kvemo Kartli
- Georgian Society of Nature Friends (Kakheti)
- Ajara Youth Environmental Network (AYEN) (Ajara)
- Association – Flora and Fauna (Ajara)
- Black Sea Eco-academy (Ajara)
- Georgian Center for the Conservation of Wildlife (GCCW)
- Green Wave
- Art Gene
- Birdlife International (The Netherlands)
- WWF Caucasus Program Office

Project Dates (as stated in the grant agreement):

September 1, 2006 – September 30, 2007

Date of Report (month/year):

November 28, 2007

II. OPENING REMARKS

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

The project “Environmental Communication Campaign – Conservation for Sustainable Development in the Caucasus Ecoregion” aimed at

- increase of information and environmental awareness of different target groups: decision-makers, business, children, civil society
- prioritization of biodiversity conservation at the local as well as national levels
- change of attitude towards biodiversity conservation and sustainable development of key stakeholders in the country
- fostering intersectoral and regional cooperation on biodiversity conservation

The project began in September 2006 and lasted till September 2007. The project was focused on communication campaign in Georgia, however, information and results of the project were outreached in the South Caucasus region via CENN electronic network. Therefore, the project targeted three from five CEPF priority sites (Greater Caucasus Corridor, West Lesser Caucasus Corridor, East Lesser Caucasus Corridor).

The project activities covered a number of regions of Georgia: Adjara, Samegrelo, Svaneti, Samtskhe-Javakheti, Kakheti and Tbilisi. The wide distribution of information about the rare and endangered species of the Caucasus has increased interest of the society to participate in biodiversity protection activities.

During implementation of the project, target groups were kept involved through electronic networking, regional magazine “Caucasus Environment”, competitions, exhibition, regional youth campaigns, radio programs, green cafes, TV PSAs, etc. CENN participated in public festival “Art Gene” and prepared special campaign for popularization of Caucasus biodiversity (lectures, games for kids, printing materials, exhibition, etc.). Information about all activities was popularized by TV, CENN magazine and electronic digests.

All the activities planned within the project have been implemented and most of them exceeded plans. The results are summarized below:

	Planned	Implemented
Articles	6	12
Digests	12	38
Radio programs	2	4
Radio PSAs	2	4, aired 75 times
TV PSAs		aired 1,100 times
Visits in regions	4	12
Roundtables and open lectures on site	2	9
Photo exhibition	1	3

For popularization of the Caucasus biodiversity, CENN developed and printed a number of interesting promotional materials: calendar, fliers, post cards, T-shirts, stickers, invitations, posters, banner, etc.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: Increase of information and environmental awareness of different target groups: decision-makers, business, children, civil society on biodiversity conservation in Georgia

Planned vs. Actual Performance

Indicator	Actual at Completion
<p>Purpose-level: Increase of information and environmental awareness of different target groups: decision-makers, business, children, civil society on biodiversity conservation in Georgia</p>	
<p>1. Increased number of environmental -related articles in mass media, movies and topics on TV and radio channels by 15%.</p>	<p>The TV PSA prepared by CENN to increase awareness and support the conservation of the Imperial Eagle was broadcasted for 2 months, 180 times, by the Georgia Public Broadcasting TV Company.</p> <p>On July 20, 2007, CENN prepared the second PSA aiming at promotion of 3 species (<i>Capra cylindricornis</i>, <i>Mertensiella caucasica</i>, <i>Testudo graeca</i>). PSA was aired by the Georgia Public Broadcasting during 6 months, in total 550 times.</p> <p>Special thematic articles and photos were prepared and published in June and September issues of the CENN regional quarterly magazine “Caucasus Environment” to popularize the biodiversity of the Caucasus.</p> <p>The main theme of the June issue of the magazine was the Caucasus biodiversity. Its key article covered one of the activities implemented within the project – The Youth Regional Campaign for Popularization of the Biodiversity of the Caucasus. The same issue featured articles about the Banded Newt (<i>Triturus vittatus</i>) and about extinct or endangered species in Georgia Goitered Gazelle (<i>Gazelle subgutturosa</i>), Wild Goat (<i>Capra aegagrus</i>).</p> <p>A poster enclosed in the magazine and the special Green Café meeting were aimed at popularization of the Caucasian Salamander (<i>Mertensiella caucasica</i>). The idea of installing a charity box for the conservation of this species was discussed during the mentioned Green Café meeting.</p> <p>An outstanding interest was triggered by the competition Wildlife as You KNOW. The competition was announced in the June issue of the Magazine. This activity was also aimed at popularization of the Caucasus biodiversity. The competition implied the following: in each issue of the magazine, photos of several animals appear. Readers are expected to identify them and send the photos with the Latin names of the species to the magazine editorial board during the year. In</p>

	<p>June 2008, the winner will be identified and awarded prizes purchased within the framework of the project.</p> <p>Starting from March 2007 issue of the magazine, back cover pages of all issues are dedicated to popularization of the biodiversity of the Caucasus. These pages display information about the sale of photographs of animals prepared within the project. The revenue from these sales will be used for supporting activities directed to popularization of biodiversity.</p>
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Describe the success of the project in terms of achieving its intended impact objective and performance indicators.

Within the project, many different activities were implemented to outreach existing problems related to the Caucasus biodiversity and needed measures for its conservation.

Were there any unexpected impacts (positive or negative)?

Since the project went beyond plans, some activities had positive unexpected results. A broad response and interest was raised by the installation of a charity box in the Tbilisi International Airport and Batumi Airport. During the 5 months around 3,000 GEL was collected for conservation of the Imperial Eagle.

Armenian colleagues found this initiative very interesting and decided to install a similar box in the Yerevan Airport in cooperation with CENN.

CENN managed to attract additional co-funding to support the project.

IV. PROJECT OUTPUTS

Project Outputs: Enter the project outputs from the Logical Framework for the project

Planned vs. Actual Performance

Indicator	Actual at Completion
<p>Output 1: Special monthly Digest – Biodiversity News - with information on biodiversity issues is prepared and distributed to more than 12,000 subscribers These Information is published on the web</p>	
<p><i>1.1 At least 12 special monthly Digest – Biodiversity News - with information on biodiversity issues is prepared and distributed to more than 12,000 subscribers by the end of September 2007</i> <i>Information is available on the web site</i></p>	<p>All news connected to popularization of biodiversity, received by CENN from other organizations as well as information about activities implemented by CENN in the framework of the project were circulated among more than 14,000 subscribers of the CENN information network.</p> <p>In total, 38 digests related to the popularization of biodiversity have been circulated.</p> <p>The website developed under the project, Step by Step to a Sustainable Lifestyle http://bio.cenn.org , is being updating and presently undergoes reconstruction necessitated by the ongoing reconstruction of the CENN website.</p>
<p>Output 2: Articles on biodiversity related issues (concerning ongoing reforms) in leading national newspapers are published</p>	
<p><i>2.1 At least 6 articles on biodiversity related issues (concerning ongoing reforms) in leading national newspapers (24 Saati (24 Hours) and Alia) are published, on the bi-monthly basis during the project.</i></p>	<p>6 articles were planned, 12 articles were prepared and published in national newspapers: <i>24 Saati (24 Hours)</i>, <i>Georgian Messenger</i>, <i>Rezonanci</i>, <i>Akhali Versia</i></p>
<p>Output 3: Radio programs on biodiversity related issues are broadcasted.</p>	
<p><i>3.1 At least 2 radio programs on biodiversity related issues are broadcasted - one in the beginning of the project and second - by September 2007.</i></p>	<p>Within the project, 4 radio programs were prepared.</p> <p>In April 2007, the broadcasting of monthly radio-programs started in the radio “Green Wave”. The first program was aired on April 13, the second on May 22, the third on June 15.</p> <p>Prior to each program, the announcement about the topic of the program and invited guests was aired for 5 days, several times a day.</p> <p>The topics have been chosen for four programs that were broadcasted every second week of each month in the radio “Green Wave”.</p> <p>The main topic of the first program that was aired on April 13, was effective mechanisms for biodiversity conservation: protected areas, their strengthening and management. Also, the program</p>

	<p>discussed the evaluation and monitoring of the overall situation of the existing national parks.</p> <p>The second program was dedicated to the Georgia's biodiversity, its importance for the development of ecotourism in the country, ecotourism in general and experience of the regions in this field. Also, the program discussed perspectives of ecotourism development in Georgia and forest reform in Georgia.</p> <p>The topic of third program was national parks, biodiversity and conservation programs. And that of the for Radio program was hunting and poaching – as real danger of destruction of the biodiversity.</p>
Output 4: Radio PSAs are developed and broadcasted	
<i>4.1 At least 2 radio PSAs are developed and broadcasted, one in the beginning and the second by the end of the project</i>	In total, 75 announcements were aired in Radion Green Wave and 39.6 minutes for popularization of the Caucasus biodiversity.
Output 5: TV PSAs on biodiversity related issues are developed and broadcasted	
<i>5.1 At least 2 TV PSAs on biodiversity related issues are developed and broadcasted, by September 2007</i>	Within the project, 2 TV PSAs for the protection of the endangered Caucasian Salamander (<i>Mertensiella caucasica</i>), East Caucasian Tur (<i>Capra cylindricornis</i>) and Greek Tortoise (<i>Testudo Graeca</i>) were prepared. Starting from August 1, the PSAs were aired 3 times a day by the Public Broadcaster, during six months – 550 times in total.
Output 6: Documentary movie is developed	
<i>6.1 Documentary movie (13 min) is developed and available by august 2007</i>	<p>On July 25, the documentary film - Georgian Mountain Forest – the End of a Million Years' History - was finalized. The information about the film and the film itself can be viewed on the website developed within the project.</p> <p>The film was screened several times in Green Cafes, youth camps and universities. It is planned to broadcast the film in the Public TV.</p>
Output 7: Youth environmental actions/campaigns with assistance of volunteer groups – i.e. Caucasus Youth Environmental Network created by CENN	
<i>7.1 Regular site visits and environmental investigations, preparation and wide distribution of the results of environmental investigations, during the whole project, not less than 4 actions</i>	<p>CENN started cooperation with the Tbilisi and Batumi International Airports to advertise biodiversity related messages.</p> <p>The charity box for the conservation program of the Imperial Eagle (<i>Aquila heliaca</i>) was opened on April 22. The collected money will be used for the actions 4.3.1 and 4.3.2 of the Imperial Eagle Conservation Action plan.</p> <p>On August 3, a charity box was installed also in the departures hall of the Batumi International Airport. The collected money will be spent for the program of conservation of the Caucasian Salamander (<i>Mertensiella caucasica</i>).</p>

	<p>The Stewardship Board, established within the project specially to support the conservation of these two species (<i>Mertensiella caucasica</i> and <i>Aquila heliaca</i>), consists of six members and comprises representatives of governmental, non-governmental and scientific agencies.</p> <p>To publicize the information concerning the problematic of the biodiversity of the Caucasus eco-region and to increase awareness of decision makers, representatives of business sector, schoolchildren, students and members of civil society, CENN has organized a regional youth campaign “Georgia – Hot Spot of Biodiversity”.</p> <p>On August 23, CENN organized a meeting with the Peace Corps volunteers and participants of the Ecological Camp in the conference hall of the administrative building of Borjomi-Kharagauli National Park. The objective of the meeting was to present information on the intensive informational campaign for biodiversity conservation launched by environmental NGOs in the Caucasus, the importance of the Caucasus biodiversity, classification of protected territories, management models, rare and endangered species, etc.</p> <p>In the first interactive part of the meeting, children and youth groups participated in the discussion of various problems (eco-systems’ degradation, importance of the environmental education of local population, sustainable use of nature resources).</p> <p>The second part of the meeting implied presentation of the documentary, Georgian Mountain Forest – the End of a Million Years’ History, made within the framework of the project.</p> <p>The children were handed promo materials, information booklets and t-shirts prepared within the project as well as literature provided by various organizations: books, booklets, posters, etc. Publicity materials and invitations to the presentation of the documentary were distributed in advance.</p> <p>The presentation of the documentary was also held in Ajara, specifically in the children entertainment centre “Tsitsinatela”, located near the Choloki Bridge, and in the Green Café in Batumi boulevard, where the discussion of the problems of biodiversity was held.</p>
<p>7.2 Arrangement of regular Roundtables and open lectures on site - at least 2 roundtables during the project</p>	<p>The project team held 9 Green Cafes – 7 in Tbilisi and 2 in Batumi.</p> <p>Classes, lectures and debates were organized for youth groups and school children in Borjomi (2), Kakheti (6) and Ajara (2).</p>
<p>7.3 Work with Mass-Media (TV, Radio, newspapers),</p>	<p>A number of articles were published in newspapers</p>

<p><i>preparation of interviews and articles for newspapers</i></p>	<p>and magazine. The number of articles aiming at popularization of the Caucasus biodiversity exceeds three times the number that was initially proposed in the project proposal.</p> <p>The special Green Café was organized for mass-media representatives were journalists were informed about ongoing problems of the Caucasus biodiversity.</p> <p>Dissemination of the information through various ways (articles, advertisements, poster, competition, Green Café action, etc.) proved to be successful and attracted attention of many people.</p>
<p><i>7.4 Arrangement of at least 3 press-conferences on biodiversity issues - each 4 months one press conference</i></p>	<p>During implementation of the project, changes had been made. Finances assigned for this output have spend for output 7.1</p>
<p><i>7.5 Publication of educational and promo materials (booklets, fliers, etc.) and distribution among stakeholders</i></p>	<p>Within the project, a set of postcards Biodiversity for Our Future was printed. The set contains images and information on 12 vulnerable species. The postcards display the status (IUCN), dangers, and necessary measures for protection of these species. The postcards were distributed in Tbilisi as well as various regions. Governmental and nongovernmental agencies, also schools participating in the regional campaign were included in the distribution list.</p> <p>T-shirts, brochures, stickers, calendars were prepared and published. The promo materials had great success among youth as well as governmental institutions.</p>
<p><i>7.6 Arrangement of photo exhibition of best photo reports on biodiversity issues</i></p>	<p>On December 23, 2006, the photo exhibition – “Georgia- Hotspot of Biodiversity” was opened in the Tbilisi Zoo, at the Children’s Educational Center Hall. The photos of 8 Georgian wildlife photographers have been displayed. The endemic and endangered representatives of Georgian fauna were presented on the photos. The representatives of governmental and local, regional and international non-governmental organizations, media and public were invited for the opening ceremony. The new calendar created within the project was also presented on the opening ceremony.</p> <p>The exhibition was very successful, it lasted for 2 weeks and was attended by around 10,000 visitors.</p> <p>CYEN (Caucasian Youth Environmental Network) coordination group was actively involved in the organization of the exhibition.</p> <p>On 16-22 July, 2007, CENN presented photos featuring Caucasus biodiversity and priority species and distributed special information booklets during the “Art Gene” festival (traditional folklore festival, that this year is conducted in the different regions of the country). This activity enjoyed the media</p>

	coverage both by the local as well as the central media channels.
<i>7.7 Arrangement of competition of journalistic articles in press-media</i>	CENN magazine initiated competition for the best article on the topic "Caucasus Biodiversity Hotspot" and competition "Wildlife as you know it" that aim at the popularization of fauna in the Caucasus eco-region. The participant and the winner of the competition will be awarded with the photo camera and book of digital photography - "Digital Wildlife Photography" by David Tipling.

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

CENN electronic network is quite useful tool to promote exchange of information and ideas between NGO, government and public sectors and involve wide range of stakeholders in the project implementation. Information about the regional youth campaign was outreached through CENN information network. As a result, this campaign gained support from 34 different organizations from governmental, non-governmental and business sectors.

The active involvement of the school administrations and resource centers in Kakheti region must be stressed. They have provided much help to CENN during the implementation of the summer youth campaigns.

As a result of the "Green Café" activity, the project has gained the support of 7 non-governmental environmental organizations in Georgia. This support was expressed through co-participation.

The project got support from the organizations of the festival "Art Gene" and as a result different regions of Georgia (Tianeti, Samegrelo, Svaneti and Tbilisi) got acquainted with the programme about Georgia's biodiversity.

One of the most successful way to engage broad range of stakeholders appeared to be calendar (promotional printing materials) that is very practical, informative and is distributed free of charge to all target groups that was planned in the project.

Charity boxes in International Airports of Tbilisi and Batumi turned to be also very successful to increase interest of the public on biodiversity issues. CENN is in the process of negotiations with the Tbilisi International Airport now to place a large banner at the arrival hall advertising biodiversity messages

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

N/A

V. SAFEGUARD POLICY ASSESSMENTS

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

Different activities, like Regional Youth Environmental Summer Campaign, radio programs, presentations of TV documentary film, TV and Radio PSAs, photo exhibitions and use of the CENN electronic network, performed within the framework of the project contributed greatly towards increase of the public awareness and interest.

The broad variety of information means, as well as the compliance with demands of target groups played an important role. The social interest and involvement was successfully achieved by various festivals, exhibitions, presentation and public service advertisements (PSAs).

First of all, the logo of the project was developed that made the project campaigns recognizable. The logo was presented in all promo and information materials prepared under the project.

Regular use of electronic information network and radio programs influenced the government and business sector.

Biodiversity classes, quizzes, competition and school campaigns were critical to raise interest of school children in biodiversity issues.

Green Cafes, as the informal way of informing, increased the interest of the youth, students and media groups.

Academic circles, governmental and non-governmental sectors made an interesting suggestion about the further collaboration on the activities regarding the conservation of the imperial eagle, which will be partially financed by the charitable contributions within the project.

Finally, it can be said that in a country, where the environmental issues are of low priority and the society is not interested such issues, the visual and attractive systematic presentation of a certain problem is the good basis of the success.

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.

During our youth regional campaigns, public secondary schools took responsibility for stewardship of specific species. They proposed the initiative to collect information about those species and to exchange it with each other. Such an enthusiasm of schoolchildren and teachers was a pleasant surprise for us, and we will pay more attention to this kind of campaigns in our future projects.

Idea of a Charity Box and its promotion via our e-networking attracted attention of many organizations, which expressed their willingness to join the campaign for the conservation of endangered species. We will use charity box campaigns in the future more intensively, since they have proved to be sustainable: Armenian NGOs came up with the proposal to join and assist us in installation of a charity box in the Yerevan Airport.

The charity box campaign also attracted attention of ARTGENE festival organizers and participants, which enabled us to make our campaigns reach wider public than planned. This

experience has shown that organizing or collaborating with festivals is a very effective tool for promotion.

We also realized that articles in the magazine were more effective than those in newspapers as promotion tools. Besides, newspaper publications' being more expensive, magazine allows to make publicly available more diverse kinds of information (textual, visual, competitions, annexes like flyers, posters, etc.). Thus, the colorful magazine is much more cost-efficient for these kinds of campaigns.

Lectures and seminars planned initially in the framework of the project were replaced by more practical and suitable informal discussion panels so called Green Cafe. Seminars and lectures are specified by students as very formal and "lecture type" once that gives no possibility to promote and develop critical thinking and generation of new ideas. Green cafes proved to be very important and practical to involve large audience and promote culture of debates and critical thinking in informal situation. More students were involved in the project implementation than it was planned from the beginning. Instead of planned roundtable meetings and seminars, we launched Green Cafe meetings, which are less formal and more open, and proved to be more popular among the wide public, especially among youth.

TV and Radio PSAs also proved to be very effective tools for the promotional campaigns.

And finally, the CENN electronic network was crucial to implement regional information outreach on the regular basis. Through e-networking the biodiversity communication campaign became known in wide range of stakeholders and the general public.

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

1. One of the priorities in planning activities was to deliver one and the same information in various forms to each target group individually, in correspondence with its demands, which would increase their interest and willingness to become involved in the project.
2. Particular attention was paid to visual and qualitative aspects of the production produced within the project. The aim was to produce production that would be informative and usable for a long period.
3. Another priority was implementation of activities that could be developed in the future and would be sustainable over time.

For each campaign planned within the project, particular time and place was selected as to ensure outreach to wide audiences.

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

All the three aspects considered during the implementation of the project proved to be successful. As a result, more than 30 companies joined the summer campaign. All segments of the target groups (decision-makers, business, children, civil society) became interested and involved in the project. Printed material – promotional and informational – prepared within the project was easily understood and perceived by everybody.

First of all, the logo of the project has to be mentioned. Its presentation was held at the ***Caucasus Environmental Documentary Film Festival "Footprints"*** organized by CENN in November 2006. The festival hosted guests not only from Georgia, but also from the South Caucasus countries. Stickers with the logo image were printed, which made the project and the

corresponding problematic recognizable. The logo became recognizable not only in Georgia, but also in Azerbaijan and Armenia as well, where its popularization was facilitated by the poster and articles for the promotion of the project published in the CENN regional magazine. The logo of the project was also placed on charity boxes placed in Tbilisi and Batumi International Airports. Waterproof stickers with the project logotype (for cars and other motor-vehicles, for cell phones) prepared within the project are very popular among youth.

To provoke interest, specific promotional materials were prepared for each target groups. Invitation cards with rich visual messages were especially prepared for the exhibition “Georgia – a Hot Spot of Biodiversity”. These invitation cards and sets of postcards were distributed among all representatives of the target groups. They became object of a significant appreciation due to visual as well as informational aspects.

The presentation of the calendar developed within the project was organized at the photo-exhibition in support of the conservation of biodiversity. The calendar includes information on the status, treats and conservation measures of 12 species. Due to proper timing (Christmas holidays) and place (Tbilisi zoo), about 10,000 persons saw the photo-exhibition and, therefore, received the information concerning the Georgian biodiversity.

The CENN e-network, which has more than 14,000 subscribers, facilitated informing the society and mobilizing groups willing to engage in one or another of the project's activities.

To inform and make interested wider public, summer youth campaigns for popularization of the Caucasus biodiversity were also carried out within the National Folk Festival, which covered many different regions of Georgia (Tianeti, Samegrelo, Svaneti, Tbilisi).

Green Café actions, which substituted for the activities initially planned in the project (workshops and press-conferences), were very popular among students and media representatives. Thematic discussions, informal environment, and the systematic character of the events facilitated interaction and cooperation between various parties interested with the issue.

All the aspects that were taken as priorities by CENN determined the success of the project.

VII. 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
Embassy of the Kingdom of the Netherlands	C	1,000 Euro	For green cafe activities
SDC (Swiss Agency for Development and Cooperation)	B	3,000 USD	For prepare the articles for popularization of biodiversity in the Caucasus ecoregion
ASPB (Armenian Society for the Protection of Birds)	C	500 USD	For construct of charity box in Yerevan national airport

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

- A** *Project co-financing (Other donors contribute to the direct costs of this CEPF project)*
- B** *Complementary funding (Other donors contribute to partner organizations that are working on a project linked with this CEPF project)*
- C** *Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF project.)*
- D** *Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*

Provide details of whether this project will continue in the future and if so, how any additional funding already secured or fundraising plans will help ensure its sustainability.

The project outcomes turned to be very successful to make first steps forward towards increasing the awareness of key target groups on biodiversity issues. CENN plans to use lessons learned during 1 year and replicate successful initiatives of the environmental communication campaign, which took place in Georgia, in the South Caucasus region.

Some activities implemented within the project could be considered as pilot activities, implementation of which in the South Caucasian region (Armenia, Azerbaijan and Georgia) will change attitude of community towards biodiversity of the whole Caucasian Ecoregion and facilitate to carry out conservation measures more effectively.

To continue started successful environmental communication campaign, CENN plans implementation of the following initiatives:

1. **Youth regional biodiversity education campaign** (Armenia, Azerbaijan and Georgia)
 - **Green Cafes** and debates with participation of celebrities
 - Education **classes** and information campaign in **schools**
 - International **youth biodiversity camp**
 - **Caucasus biodiversity festival** and competition

2. Regional **information and communication campaign**
 - Environmental **information e-networking** campaign in the region
 - Co-production of bilingual regional **quarterly magazine Caucasus Environment** and thematic **journalistic competitions**
 - Biodiversity **TV PSA** campaign in Armenia, Azerbaijan and Georgia
3. Involving **business** and promoting **charity**
 - Cooperation with banks, beverage companies, supermarkets, airports on promoting biodiversity related messages
 - Arranging the biodiversity competition and award ceremony to identify the best performing company contributing to the biodiversity conservation

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

Annexes and photo materials illustrating the project implementation and results could be found on web-site and will be sent separately.

VIII. INFORMATION SHARING

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned and results. One way we do this is by making programmatic project documents available on our Web site, www.cepf.net, and by marketing these in our newsletter and other communications.

These documents are accessed frequently by other CEPF grantees, potential partners, and the wider conservation community.

Please include your full contact details below:

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