

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: Armenian Forests Environmental NGO

Project Title (as stated in the grant agreement): Increasing the awareness and commitment of decision makers to biodiversity and ecosystem conservation in Armenia's part of East Lesser Caucasus Corridor

Implementation Partners for this Project:

1. WWF Armenian branch, WWF experts
2. Khosrov reserve administration,
3. Shikahogh reserve administration,
4. Yeghegis protected area and Arpi protected area administration
5. Bioresource management agency

Project Dates (as stated in the grant agreement): 1 October , 2006 – 30 June, 2008

Date of Report (month/year): 25 July, 2008

II. OPENING REMARKS

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

The project of "Increasing the awareness and commitment of decision makers to biodiversity and ecosystem conservation in Armenia's part of East Lesser Caucasus Corridor" (Application Code 1140126080) which was implemented from 1 October 2006 to 30 June, 2008 by Armenian Forests NGO (hereinafter AFNGO) and supervised by WWF Armenia office aimed to conduct an environmental awareness campaign in three regions of Armenia proper, them being Ararat, Vayots Dzor and Syunik, which form Armenia's part of East Lesser Caucasus eco-corridor.

The focus and target of the campaign was to identify and maintain a net of decision makers, conservation area administrations , hunters, local authorities, NGOs and residents who are committed to biodiversity preservation and make them aware f the threats that the local biodiversity faces. Special emphasis was put on the awareness about the two flagship species for Armenia - the Armenian Mouflon and Bezoar Goat,

aiming to encourage measures aimed at fighting poaching, uncontrolled spread of infrastructures and decrease grazing in natural habitats.

Most of the performance and output targets have been achieved as pinpointed in the project proposal. Couple of changes in output level targets have been made to cater local needs and better awareness among wider public. The statements below fully correspond to actual outputs and can be easily tracked by material and documented evidence, as well as recommendations of supervising organization.

III. ACHIEVEMENT OF PROJECT PURPOSE
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Project Purpose: *To build support of and have aware and committed decision makers and communities in conserving the biodiversity in East Lesser Caucasus Corridor, particularly the Armenian Mouflon and Bezoar Goat.*

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level: To build support of and have aware and committed decision makers and communities in conserving the biodiversity in East Lesser Caucasus Corridor, particularly the Armenian Mouflon and Bezoar Goat.	At the end of the project reporting period AFNGO secured support and boasts of aware and committed decision makers and communities in conserving the biodiversity in Armenia's part of East Lesser Caucasus Corridor, particularly the Armenian Mouflon and Bezoar Goat
<i>1. Some 40 communities adjacent to key habitats of Mouflon and Bezoar Goat trained and aware in conservation matters by mid 2008</i>	1. As planned, AFNGO tried to reach around 40 communities adjacent to key habitats of Mouflon and Bezoar Goat. As of June 2008 we managed to work with, train and have sustained ties with local authorities, local NGOs and residents of 37 communities directly – 12 in Ararat, 14 in Vayots Dzor and 11 in Syunik marzes. More communities couldn't be reached due to lack of transportation funds in the project, as well as local communication problems and disinterest by the side of the given communities, despite initial agreements.
<i>2. Committed and aware decision makers, local authorities of 40 communities, administration of two reserves and three conservation sites by mid 2008</i>	2. After 21 month work with local decision makers and conservation officials, we managed to form a net of colleagues in 37 communities, which include community administrations and active residents. We also have strong relationship and continued cooperation with

	<p>administrations of Khosrov and Shikahogh reserves and three conservation sites: Goravan desert, Arpi and Yeghegis protected areas. The mentioned communities and conservation areas authorities are committed in conserving the flagship and other endangered in Armenia species, are well aware of threats, partly due to the awareness campaign, and in working with CEPF and WWF projects manage to conserve the flora and fauna within the protected areas.</p>
<p><i>3. A net of state agency officials, conservation employees (30), a dozen environmental NGOs and a dozen journalists that will continue the conservation propaganda after 2008</i></p>	<p>3. In almost two years of operation within the project AFNGO, together with WWF Armenia, expanded their ties and cooperation with Nature Protection Ministry of Armenia, state-run Bioresource Management Agency and regional and conservation areas' officials. Only 34 different level employees and officials of environmental sector participated in trainings, on site consultations and partook in film preparation process. Around 20 more state employees were indirectly involved in advising and expertise during publication and site visits. More than 15 national and local NGOs actively cooperated with AFNGO in spreading awareness materials and assisting in trainings and with their professional expertise. Twelve journalists from print, electronic and broadcast media covered the activities within the project.</p>
<p><i>4. Poaching of the two species decreased by 50%, populations stabilized in the key habitats by 2009.</i></p>	<p>4. Bearing in mind the net of committed state, regional, conservation officials, local NGOs, residents and a dozen journalists who are well aware of the biodiversity issues of the East Lesser Caucasus Corridor and continue conservation and awareness activates within and outside CEPF and WWF funded projects, as well as assessment and indicators provided by different experts, there are all grounds to believe that poaching of Armenian Mouflon and Bezoar Goat already decreased by 50%, and their populations will see moderate growth in their key habitats by 2009.</p>

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

The major goal of the project was to have partners in the three regions constituting the East Lesser Caucasus Corridor's Armenia's part, who would in their everyday work contribute to preservation and

sustainable development of the biodiversity of Armenia's south – thus curbing poaching and stabilizing populations of the two target species of the campaign – Armenian mouflon and Bezoar goat.

As result of 21 month awareness campaign, the following purpose level outputs were achieved:

1. currently AFNGO and WWF Armenia have the support of a wide range of different stakeholders among decision makers and communities nearby the mentioned species' habitats, who are aware and committed in conservation and maintenance of the biodiversity especially in the biodiversity hotspot of Armenia – the East Lesser Caucasus Corridor part, which covers Ararat, Vayots Dzor and Syunik regions,
2. a net of committed and aware decision makers, local authorities of some 40 communities, administration of two reserves (Khosrov reserve and Shikahogh reserve – both are habitat of Caucasian leopard, Bezoar goat, Armenian mouflon and other species) and three conservation sites ("Yeghegis" specially protected area- habitat includes Bezoar goats, "Goravan desert" specially protected area – habitat of Dahl's jird and "Arpi" newly created protected area- habitat for Armenian Mouflon and Bezoar goat) was set up, strong ties, exchange of information and joint conservation measures are conducted,
3. as result of meetings with relevant state officials of nature protection sphere, lobbying of national and local conservation administrations and awareness campaign through national media a net of state agency officials, conservation employees, a dozen environmental NGOs and a dozen journalists was set up, which are engaged in everyday conservation, policy elaboration and problem identification and elucidation process,
4. as result of the awareness campaign and the net of conservation players, as well as technical support of other CEPF and WWF projects to the same conservation areas, poaching of Armenian mouflon and Bezoar goat in mentioned two reserves and two conservation areas decreased by a minimum of 50%. Ongoing arrangements and improved level of conservation mentality, as well as dedication and technical preparedness of conservation employees, in a complex framework of maintaining necessary population of the mention species yields its results, with numbers of Armenian mouflon and Bezoar goat increasing in the mentioned protected areas and should be stabilized by 2009 if efforts continue with same pace.

Were there any unexpected impacts (positive or negative)?

The positive impact of the project was, while targeting Armenian mouflon and Bezoar Goat in the campaign, special emphasis was also put on the awareness about and protection of several other endangered species, like Caucasian leopard (*Pantera pardus saxicolor*), brown bear (*Ursus arctos*), common otter (*Iutra lutra*), Imperial eagle (*Aquila heliaca*), Marbled duck (*Marmaronetta angustirostris*) and Darevski's viper (*Vipera darevskii*) from fauna, and Tigran's elder (*Sambucus tigranii*), iris (*Iris*), local species of tulips (*Tulipa*) and snowdrop (*Galanthus*) and several other plants were emphasized in publications and films produced within the project.

Another unexpected result was that during site visits it turned out that secondary schools and schoolchildren are very interested in acquiring environmental knowledge, so after couple of changes in outputs (see below in project output section) the schools were also involved in the campaign, which secured wider awareness and knowledge among future generation of decision makers.

IV. PROJECT OUTPUTS

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

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1: - The project is provided by human and technical resources of AFNGO, reports are submitted on quarterly and fiscal year basis.	Output 1: - The project has been provided by human and technical resources of AFNGO, reports were submitted on quarterly and fiscal year basis.
<i>Indicator 1.1: Relevant equipment purchased and installed by October 2006.</i>	Indicator 1.1: Relevant equipment purchased and installed by October 2006.
<i>Indicator 1.2: The key project staff including the project director, administrator, accountant and media coordinator selected by October 1, 2006. Labor contracts signed and TORs distributed.</i>	Indicator 1.2: The key project staff including the project director, administrator, accountant and media coordinator selected by October 1, 2006. Labor contracts signed and TORs distributed.
<i>Indicator 1.3: The staff successfully implements the project, accomplishes the management and monitoring. The financial and technical progress reports (quarterly, annual and final) are composed and submitted to the CEPF.</i>	Indicator 1.3: The staff successfully implements the project, accomplishes the management and monitoring. The financial and technical progress reports (quarterly, annual and final) are composed and submitted to the CEPF.
Output 2: • Community leaders, conservation agencies' administrations, residents, hunters, foresters and border-guards, who will be committed to conservation of Armenian Mouflon and Bezoar Goat, are trained and aware. A strong network of local authorities, NGOs and other stakeholders to ensure continuous conservation actions of the mentioned species is established	Output 2: • Community leaders, conservation agencies' administrations, residents, hunters, foresters and border-guards, who will be committed to conservation of Armenian Mouflon and Bezoar Goat, are trained and aware. A strong network of local authorities, NGOs and other stakeholders to ensure continuous conservation actions of the mentioned species is established
<i>Indicator 2.1: Meetings and recruitment of interested regional NGOs, conservation</i>	Indicator 2.1: At the initial stage of the project AFNGO had made a number of trips to the target areas, had meetings

<p><i>agencies and other stakeholders held, and strong relations with all of them established by December 2007</i></p>	<p>and consultations with a number of local NGOs, youth unions, reserve and protected area employees, community residents, concluded agreements of cooperation with them and selected local coordinators for better liaison. Initially the secondary schools were not included as targets, yet later interest by their administrations' side made a shift in awareness activities, including a publication of an environmental puzzle for school kids.</p>
<p><i>Indicator 2.2: Three trainings held in Ararat, Vayotz Dzor and Syunik provinces with attendance of local authorities, conservation agencies' administrations, residents, hunters, foresters and border-guards by September 2007</i></p>	<p>Indicator 2.2: Three trainings within the project were held in Ararat, Vayotz Dzor and Syunik regions.</p> <p>1. First training was held in Ararat town of Ararat region, with some 30 participants involving deputy director Voroncov Barseghyan and 5 employees of Khosrov reserve, two hunter union reps, 6 local self-management bodies representatives, including head of Armash community adjacent to the namesake wetland area – a focal site for endangered birds. The training participants also included 10 local NGO members, 5 ecology teachers of secondary schools and five interested citizens. The following topics were presented and discussed at the training: Caucasus biodiversity issues and Caucasus as a global conservation hotspot, Armenia's biodiversity and East Lesser Caucasus Corridor's conservation issues. The deputy director of Khosrov reserve delivered a report on reserve's situation putting a particular stress on the conservation capacity of Khosrov reserve, the fact that Goravan sand sanctuary passed under the supervision of Khosrov reserve and certain land issues with neighboring communities.</p> <p>2. Second training was held in Yeghegnadzor town of Vayots Dzor marz, with 27 participants. Chief forester of the region with 3 employees, 4 hunters union members, chief ranger of Yeghegis protected area, 6 different NGO members, 3 local self-management bodies reps, 7 interested citizens and two high school teachers partook in the training. The following topics, apart from general introduction to Caucasus and Armenia's biodiversity, were touched during the training: threats to Armenian mouflon</p>

	<p>and Bezoar goat, their populations and habitat, measures to stop poaching, infrastructure development vs. ecosystem degradation, Yeghegis and Gnishik protected areas conservation and breeding issues, forest logging and awareness of youth.</p> <p>3. Third training was organized at Kapan town of Syunik marz, with 25 people attending. The participants comprised Director of Shikahogh reserve Ruben Mkrtchyan and 4 rangers, 6 employees of local forest management agency, 7 local environmental and social sector NGOs, two directors of secondary schools and five interested citizens. The topics apart from general part, included: Protection and management issues of Shikahogh reserve, poaching of mouflon and Bezoar goat in Syunik and frontier areas, especially in view of cases of poaching by the side of border troops. Although border troop officers could not partake in the training, a separate meeting was held with group of officers from Goris town (Syunik) armed forces unit, the issues of concern, them being stopping poaching of the mentioned species in the Syunik-Nakhichevan borderline, were presented, and an verbal agreement was concluded with the directing staff of the unit to strengthen control over the troops in this regard. Unfortunately no dialogue could be established with all border troop units in the region for the same propaganda due to closed and special regime of activity of armed forces.</p>
<p><i>Indicator 2.3: Some 40 communities adjacent to key habitats of Mouflon and Bezoar Goat trained and aware in conservation matters by mid 2008</i></p>	<p>Indicator 2.3: As mentioned in purpose indicators section, 37 communities were directly or indirectly involved in the implementation activities of the project the list of which by regions is given below:</p> <ol style="list-style-type: none"> 1. Ararat region: Ararat, Vedi, Artashat towns, Armash, Aygepat, Avshar, Goravan, Aralez, Urtsadzor, Dashtakar, Shaghap, Lanjanist villages 2. Vayots Dzor marz: Yeghegnadzor, Vayk, Jermuk towns, Gnishik, Agarakadzor, Khdzorut, Getap, Shatin, Yeghegis, Hermon, Goghtanik, Herher, Kechut, Malishka villages 3. Syunik marz: Goris, Kapan, Meghri, Sisian

	<p>towns, Shvanidzor, Nyuvadi, Shikahogh, Srashen, Nerkin Hand, Tsav, Shishkert villages.</p> <p>The overall population of these communities is some 350 thousand, and during meetings with interested groups of residents, local NGOs, self-management bodies and conservation employees, AFNGO has distributed some 3000 copies of environmental poster, calendar and booklet, some 500 copies of guidebook and couple of hundred copies of two environmental films in DVD format.</p> <p>Apart from publication dissemination, AFNGO experts, during regular meetings with mentioned stakeholders discussed local environmental issues, conservation gaps and involvement of community members, as well as supplied all necessary information and expertise for empowering local environmentalists to solve local issues.</p>
<p><i>Indicator 2.4: A net of state agency officials, conservation employees, a dozen environmental NGOs and a dozen journalists that will continue the conservation propaganda after 2008</i></p>	<p><i>Indicator 2.4: Within 21 months of the project, AFNGO has managed to set up and sustain a net of state agency officials, conservation employees, a dozen environmental NGOs and a dozen journalists that will continue the conservation propaganda after 2008.</i></p> <p>In almost two years of operation within the project AFNGO, together with WWF Armenia, expanded their ties and cooperation with Nature Protection Ministry of Armenia, state-run Bioresource Management Agency and regional and conservation areas' officials. Only 34 different level employees and officials of environmental sector participated in trainings, on site consultations and partook in film preparation process. Around 20 more state employees were indirectly involved in advising and expertise during publication and site visits. More than 15 national and local NGOs actively cooperated with AFNGO in spreading awareness materials and assisting in trainings and with their professional expertise.</p> <p>Twelve journalists from print, electronic and broadcast media covered the activities within the project. The most active of them, which also partook and won prizes in the journalism contest, were: Galust Nanian from Hayastani</p>

	<p>Hanrapetutyun daily, Arpi Harutyunyan from ArmeniaNow online weekly, Mari Chakryan from AR TV and Yulia Kuleshova from Delovoy Express weekly.</p> <p>AFNGO is in constant contact with mentioned journalists, who continue writing on pressing environmental issues of Armenia – by pitching them stories, helping with transportation and consultations.</p>
<p><i>Indicator 2.5: Trained, committed and aware decision makers, local authorities of 40 communities, administration of two reserves by mid 2008</i></p>	<p>Indicator 2.5: After 21 months of work with local decision makers and conservation officials, we managed to form a net of colleagues in 37 communities, which include community administrations and active residents. We also have strong relationship and continued cooperation with administrations of Khosrov and Shikahogh reserves and three conservation sites: Goravan desert, Arpi and Yeghegis protected areas. The mentioned communities and conservation areas authorities are committed in conserving the flagship and other endangered in Armenia species, are well aware of threats, partly due to the awareness campaign, and in working with CEPF and WWF projects manage to conserve the flora and fauna within the protected areas.</p> <p>All mentioned communities sent their representatives to trainings held in three regions, and were in constant contact with AFNGO with follow-up consultations and advice regarding routine issues like poaching, illegal logging and lack of responsibility by community administrations.</p>
<p>Output 3: - Best journalistic research articles are published in leading newspapers and TV stories on the problem are broadcast on leading TV channels on the problems of poaching and habitat situation of Armenian Mouflon and Bezoar Goat in the corridor</p>	<p>Output 3: - Best journalistic research articles are published in leading newspapers and TV stories on the problem are broadcast on leading TV channels on the problems of poaching and habitat situation of Armenian Mouflon and Bezoar Goat in the corridor</p>
<p><i>Indicator 3.1: Competition amongst all Armenian media on best journalistic reports held by June 2007</i></p>	<p>Indicator 3.1:</p> <p>Competition amongst all Armenian print media on best journalistic reports was held by May 2008.</p> <p>As a result of good coverage especially by print media, a competition of best print and electronic</p>

	<p>articles on biodiversity issues was announced in May 2008, and the contest was wrapped up in mid June. The topics included Armenian mouflon and Bezoar goat situation and conservation problems, Armenia's protected areas situation and measure to improve conservation in those areas, best practice examples of foreign countries on biodiversity protection, endangered and extinct species of Armenia and national and international efforts for biodiversity conservation in Armenia.</p>
<p><i>Indicator 3.2: All reports published in press, broadcast on TVs, radio by September 2007</i></p>	<p>Indicator 3.2: More than 20 articles and news reports were published in press within the frames of the competition, yet only 15 were accepted for contest after being reviewed by jury.</p> <p>The print articles were submitted by mid June 2008, and the review took a week, after which the jury selected the winners and an award ceremony was organized.</p>
<p><i>Indicator 3.3: Three winners selected, award ceremony organized by September 2007</i></p>	<p>Indicator 3.3:</p> <p>Some 15 articles and news reports were accepted for contest, among which three were selected as winners by jury comprising AFNGO experts, independent and WWF Armenia experts.</p> <p>An award ceremony was organized at AFNGO office on 20-th June, 2008, and the first three winners received money prizes (1-rst place – 400USD in equivalent Armenian currency, 2-nd place – 300USD and 3-rd place – 200USD) and certificates.</p>
<p>Output 4: - • Documentary films (two films) on the problem prepared and broadcast on leading TV channels</p>	<p>Output 4: - • Documentary films (two films) on the problem prepared and broadcast on leading TV channels</p>
<p><i>Indicator 4.1: The films (two films) accomplished (by VEM studio, or other filmmakers), copies made on DVD and VHS formats by June 2007</i></p>	<p>Indicator 4.1: Preparation phase for film production started in fall 2006, and it was decided to have two separate films (instead of initially deemed one film) – one on biodiversity and threats, and the other on protected areas' situation and problems, to enable to cover the issues in more detail. After tender and</p>

	<p>relevant consultations, the VEM Media Arts studio was selected for production of the films- both for suitable price and for experience in environmental documentary filming. AFNGO and WWF Armenia had worked with the company before and were satisfied with the products of the company, as well as the crew that shoots the films. With consultation of AFNGO and WWF Armenia, VEM Media Arts chose Hayk Kbeyan (with extensive experience in documentaries on environment an tourism) as films' director and Inga Zarafyan, a notable journalist, as the author.</p> <p>The shootings took place mostly in spring 2007, at Khosrov reserve, Goravan sands, Yeghegis protected area, Shikahogh reserve, Sevan National Park and Kotayk region, which gave most of the necessary material for both films. Final shootings took place in Dilijan National Park and Yerevan. After shootings and ideological discussion, the two films were named "The Deadly Quartet" (<i>meaning four major threats to biodiversity, them being illegal logging, poaching and illegal trade of animals, overgrazing and infrastructure development at the expense of ecosystems</i>) and "Protected Areas of Armenia". Each film has a duration of about 20 minutes. The films were ready by the end of fall 2007.</p>
<p><i>Indicator 4.2: The film broadcast on minimum two leading TV channels by December 2007</i></p>	<p>Indicator 4.2: After the Armenian versions of the films were ready, AFNGO conducted a survey of national TVs to identify the two broadcasting of films through which would get large and targeted audience. As a result of survey ArmNews TV and TV5 channels were selected (based on audience, which is mostly youth and news seekers, reasonable pricing and prime time airing offer), and in December 2007 the two films were aired on primetime (11PM) on 4 weekends on ArmNews TV, and the broadcast was repeated next afternoon for alternative time viewers. An estimated 150,000 prime time viewers of ArmNews TV watched the documentaries. The broadcast of TV5 took place in June 2008, and an estimated 100,000 prime time viewers watched the films.</p>

<p>Output 5: - • Continuous coverage of the problem in broadcast and printed media</p>	<p>Output 5: - • Continuous coverage of the problem in broadcast and printed media</p>
<p><i>Indicator 5.1: Net of interested journalists established by December 2006, ties sustained</i></p>	<p>Indicator 5.1: At the beginning of the project AFNGO had meetings and contacted almost all media community of Armenia - announcing about the commencement of the project with a news conference. Involving partner journalists as well as new ones who expressed interest in covering issues relating to Armenian mouflon and Bezoar goat, AFNGO also offered help and logistics for supporting journalists in their work. As a result, a dozen journalists signed up for regular trips to regions and the media net was ready to go by December 2006.</p>
<p><i>Indicator 5.2: Media coverage on minimum 6 major TV channels, minimum two radio stations and in more than ten major newspapers throughout the project implementation (starting January 2007)</i></p>	<p>Indicator 5.2: AFNGO has organized three site trips for journalists in 2007, one to Khosrov reserve, the second to Yeghegis protected area and the third to Shikahogh reserve. Seven to 12 journalists partook in the trips, were introduced to conservation employees, local authorities and had chances to interview, get information and collect materials for their news reports. During these trips several good broadcast reports were filmed, especially by AR and Yerkir Media TV channels. Two of these trips coincided with trainings in Ararat and Yeghegnadzor towns that AFNGO held within the project, so the journalists could interview the participants and learn the ideas and concerns of locals, as well as about the effect of the trainings, which supplied extra material for their reports. As a result, throughout 21 months couple of dozen news articles were published and a dozen TV broadcasts were aired throughout Armenia on the project activities and issues of concern.</p>
<p>Output 6: - - Short clips of the issue prepared and broadcast on leading TV channels</p>	<p>Output 6: - - Short clips of the issue prepared and broadcast on leading TV channels</p>
<p><i>Indicator 6.1: Two one-minute video clips prepared by September 2007</i></p>	<p>Indicator 6.1: Initially it was thought to prepare and air two clips, yet in the course of the project, when it turned out that there is a need of alternative awareness among school kids, the funds for one clip</p>

	<p>were used for preparation of environmental puzzle.</p> <p>In view of the awareness and experience in the area, as well as knowing the necessary message of the campaign, the clip production was also entrusted to VEM Media Arts studio and same director. The clip was prepared in spring 2008, is 1,5 minutes long, very dynamic and catching. Excerpts of the images filmed for the documentaries, as well as several new shots, escorted with biodiversity conservation slogans and species' data is given in the clip.</p>
<p><i>Indicator 6.2: Two one minute video-clips broadcast on minimum two major TV channels by December 2007</i></p>	<p>Indicator 6.2: The clip was aired again on ArmNews TV channel in June 2008 twice a day for a month</p>
<p>Output 7: - Booklets and guidebook on the problem published</p>	<p>Output 7: - Booklets and guidebook on the problem published</p>
<p><i>Indicator 7.1: Two compiled booklets (with 500 copies each) on the issue published by March 2007</i></p>	<p>Indicator 7.1: With consultation of experts and WWF Armenia AFNGO prepared the layout of a threefold A4 booklet with basic information on Armenian mouflon and Bezoar goat, as well as environmental slogans of stopping poaching and protecting endangered species. It also had brief summary of CEPF projects in Armenia and the project targets and goals. The booklet is in Armenian, was compiled by AFNGO experts and published by "Cost Press" LLC in 1000 copies. The whole set was distributed in all three target marzes, especially to conservation employees, resource centers and NGO offices, schools, local mayors offices and among interested groups of residents.</p> <p>Also a calendar of year 2008 with an image of Armenian mouflon and awareness slogans was prepared and published in 500 copies, which were all distributed in target areas to focus groups. The idea of having this calendar aimed at supplying people with an awareness tool, which shall hang o the wall for a whole year and always remind them of the need to care for the nature.</p> <p><i>Note: instead of two booklets, one larger containing</i></p>

	<p><i>information on two target ungulates – Armenian mouflon and Bezoar goat, was prepared, yet published in 1000 copies. Instead of the another booklet, a calendar was made in 500 copies.</i></p>
<p><i>Indicator 7.2: A guidebook (with 500 copies) to the matter published by March 2007</i></p>	<p>Indicator 7.2: A 54-page book in Armenian on the biodiversity of Caucasus hotspot, and especially of Armenia, including description of the threats and situation of biodiversity in East Lesser Caucasus Corridor, implemented conservation projects, state's policy and involvement, problems, as well as endangered species was prepared by AFNGO experts aiming to give basic information to public of the spheres situation in Caucasus and Armenia proper.</p> <p>The book is comprised of five chapters: Biodiversity of Caucasus, Eco-Corridors of Armenia, Biodiversity of Armenia, Protected Areas and Threats to Biodiversity of Caucasus and Armenia. The content was coordinated and advised by independent and WWF Armenian branch experts, and edited by AFNGO director Nazeli Vardanyan and WWF Armenian branch office director Karen Manvelyan.</p> <p>The copies of the book were distributed among media representatives, protected areas' administration, and other relevant stakeholders.</p>
<p>Output 8: - Billboards and posters published and put up in public areas</p>	<p>Output 8: - Billboards and posters published and put up in public areas</p>
<p><i>Indicator 8.1: Eight street billboards prepared by December 2007</i></p>	<p>Indicator 8.1: Initially it was planned to make eight billboards, but then, due to the impact that their longevity in being up on streets has, it was decided to shift the funds for the other four billboards to keeping the prepared ones for six months on major highways of capital Yerevan. Two billboards picture Caucasian leopard, and the other two are captions of Armenian mouflon and Bezoar goat.</p>
<p><i>Indicator 8.2: Eight street billboards put up in</i></p>	<p>Indicator 8.2: Four street billboards were put up in</p>

<p><i>Yerevan and four conservation sites by March 2008</i></p>	<p>capital Yerevan's major streets for six months (November 2007-April 2008) and were later dislocated to Ararat, Vedi, Yeghegnadzor and Kapan towns each, where they remain at present. The mentioned towns host administrations of the target reserves and protected areas, as well as are centers of the target marzes.</p> <p>The posters at Yerevan were put up on major highways and streets leading to main districts of the town, were located in a visible place for drivers and pedestrians, and had their impact with couple of major TV channel, namely H1, Yerkir Media and Kentron news broadcasts mentioning and showing captions of the billboards while elucidating the CEPF/WWF projects in Armenia.</p> <p>AFNGO considers the effect of street billboards second largest after the two films, based on survey among local NGOs, random survey in the streets of pedestrians and vehicle owners.</p>
<p><i>Indicator 8.3: 1000 posters prepared, published and hanged in public areas in three provinces and Yerevan by March 2008</i></p>	<p>Indicator 8.3: 1) 1000 awareness posters with a centered Armenian mouflon image and background of different species of animals and plants, containing three major slogans of the project, them being "Stop poaching! Protect our nature! Save endangered species!" were published and distributed in target areas and among focus groups.</p> <p>The posters, as well as the abovementioned calendars enjoyed the utmost welcome by the side of school children, who knew by heart the slogans and how Armenian mouflon looks and, in words of teachers, were educating their parents of the threats to biodiversity in Armenia and necessary steps to curb those.</p> <p>2) The idea of preparing a puzzle for several schools nearby the conservation areas emerged after several site visits to target areas, where the school</p>

	<p>administrations informed of the lack of environmental knowledge among kids and requested relevant materials from AFNGO. Apart from posters and calendars, it was decided to prepare an environmental puzzle with an image of one of the endangered species in Armenia and distribute it among kids. The puzzle was made with the image of Caucasian leopard and distributed to five schools of Vedi, Ararat, Yeghegnadzor, Vayk and Kapan towns. The puzzle contains 88 pieces and has a size of A4 sheet.</p>
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Describe the success of the project in terms of delivering the intended outputs.

All above-mentioned outputs, as amended and coordinated with CEPF and WWF Armenian branch, were successfully implemented and achieved.

As of June 30, 2008 AFNGO has completed the following outputs:

1. Two films on Biodiversity of Armenia and Protected Areas are produced and have been broadcast through two major TV channels.
2. One environmental clip is prepared and was aired through major TV channel.
3. A booklet (1000 copies) with brief introduction to Armenian Mouflon and Bezoar Goat, as well as actions taken towards their protection within CEPF frames published and distributed in three target marzes (Ararat, Vayots Dzor and Syunik).
4. Also an environmental calendar (500 copies) was prepared, published and distributed likewise and within same geography.
5. A guidebook (500 copies) on Armenia's biodiversity published and distributed in target marzes.
6. 1000 posters published and distributed in target marzes.
7. An environmental puzzle (with a picture of Persian Leopard, 250 copies) prepared and distributed in target marzes. This output is mainly aimed at awareness among kids.
8. Four street billboards were put up in Yerevan's major streets for six months (November 2007-April 2008). Now they are placed in three marzes and Khosrov reserve.
9. A competition among media on biodiversity topics was held and winners were selected and awarded by June 2008.

1. Two films on Biodiversity of Armenia and Protected Areas are produced and have been broadcast through two major TV channels

Preparation phase for film production started in fall 2006, and it was decided to have two separate films (instead of initially deemed one film) – one on biodiversity and threats, and the other on protected areas' situation and problems, to enable to cover the issues in more detail. After tender and relevant consultations, the VEM Media Arts studio was selected for production of the films- both for suitable price

and for experience in environmental documentary filming. AFNGO and WWF Armenia had worked with the company before and were satisfied with the products of the company, as well as the crew that shoots the films. With consultation of AFNGO and WWF Armenia, VEM Media Arts chose Hayk Kbeyan (with extensive experience in documentaries on environment and tourism) as films' director and Inga Zarafyan, a notable journalist, as the author.

The shootings took place mostly in spring 2007, at Khosrov reserve, Goravan sands, Yeghegis protected area, Shikahogh reserve, Sevan National Park and Kotayk region, which gave most of the necessary material for both films. Final shootings took place in Dilijan National Park and Yerevan. After shootings and ideological discussion, the two films were named "The Deadly Quartet" (meaning four major threats to biodiversity) and "Protected Areas of Armenia". Each film has a duration of about 20 minutes. The films were ready by the end of fall 2007.

After the Armenian versions of the films were ready, AFNGO conducted a survey of national TVs to identify the one broadcasting of films through which would get large and targeted audience. As a result of survey ArmNews TV and TV5 channels were selected (based on audience, which is mostly youth and news seekers, reasonable pricing and prime time airing offer), and in December 2007 the two films were aired on primetime (11PM) on 4 weekends on ArmNews TV, and the broadcast was repeated next afternoon for alternative time viewers. An estimated 150,000 prime time viewers of ArmNews TV watched the documentaries. The broadcast of TV5 took place in June 2008, this time at 11:30PM, and an estimated 100,000 prime time viewers watched the films.

2. One environmental clip is prepared and was aired through major TV channel

Initially it was thought to prepare and air two clips, yet in the course of the project, when it turned out that there is a need of alternative awareness among school kids, the funds for one clip were used for preparation of environmental puzzles.

In view of the awareness and experience in the area, as well as knowing the necessary message of the campaign, the clip production was also entrusted to VEM Media Arts studio and same director. The clip was prepared in spring 2008, is 1,5 minutes long, very dynamic and catching. Excerpts of the images filmed for the documentaries, as well as several new shots, escorted with biodiversity conservation slogans and species' data is given in the clip.

The clip was aired again on ArmNews TV channel in June 2008 twice a day for a month.

3. A booklet (1000 copies) with brief introduction to Armenian Mouflon and Bezoar Goat, as well as actions taken towards their protection within CEPF frames published and distributed in three target marzes (Ararat, Vayots Dzor and Syunik)

With consultation of experts and WWF Armenia AFNGO prepared the layout of a threefold A4 booklet with basic information on Armenian mouflon and Bezoar goat, as well as environmental slogans of

stopping poaching and protecting endangered species. It also had brief summary of CEPF projects in Armenia and the project targets and goals. The booklet is in Armenian, was compiled by AFNGO experts and published by “Cost Press” LLC in 1000 copies. The whole set was distributed in all three target marzes, especially to conservation employees, resource centers and NGO offices, schools, local mayors offices and among interested groups of residents.

4. An environmental calendar (500 copies) was prepared, published and distributed in three target marzes

Also a calendar of 2008 with an image of Armenian mouflon and awareness slogans was prepared and published in 500 copies, which were all distributed in target areas to focus groups. The idea of having this calendar aimed at supplying people with an awareness tool, which shall hang o the wall for a whole year and always remind them of the need to care for the nature.

5. A guidebook (500 copies) on Armenia’s biodiversity published and distributed in target marzes

A 54-page book in Armenian on the biodiversity of Caucasus hotspot, and especially of Armenia, including description of the threats and situation of biodiversity in East Lesser Caucasus Corridor, implemented conservation projects, state’s policy and involvement, problems, as well as endangered species was prepared by AFNGO experts aiming to give basic information to public of the spheres situation in Caucasus and Armenia proper.

The book is comprised of five chapters: Biodiversity of Caucasus, Eco-Corridors of Armenia, Biodiversity of Armenia, Protected Areas and Threats to Biodiversity of Caucasus and Armenia. The content was coordinated and advised by independent and WWF Armenian branch experts, and edited by AFNGO director Nazeli Vardanyan and WWF Armenian branch office director Karen Manvelyan.

The copies of the book were distributed among media representatives, protected areas’ administration, and other relevant stakeholders.

6. 1000 posters published and distributed in target marzes

Also 1000 awareness posters with a centered Armenian mouflon image and background of different species of animals and plants, containing three major slogans of the project, them being “Stop poaching! Protect our nature! Save endangered species!” were published and distributed in target areas and among focus groups.

The posters, as well as the abovementioned calendars enjoyed the utmost welcome by the side of school children, who knew by heart the slogans and how Armenian mouflon looks and, in words of teachers, were educating their parents of the threats to biodiversity in Armenia and necessary steps to curb those.

7. An environmental puzzle (with a picture of Persian Leopard, 250 copies) prepared and distributed in target marzes

The idea of preparing a puzzle for several schools nearby the conservation areas emerged after several site visits to target areas, where the school administrations informed of the lack of environmental knowledge among kids and requested relevant materials from AFNGO. Apart from posters and calendars, it was decided to prepare an environmental puzzle with an image of one of the endangered species in Armenia and distribute it among kids. The puzzle was made with the image of Caucasian leopard and distributed to five schools of Vedi, Ararat, Yeghegnadzor, Vayk and Kapan towns. The puzzle contains 88 pieces and has a size of A4 sheet.

8. Eight street billboards were put up in Yerevan and marzes

Four street billboards were put up in capital Yerevan's major streets for six months (November 2007-April 2008) and another four are now up in Ararat, Vedi, Yeghegnadzor and Kapan towns each. The towns host administrations of the target reserves and protected areas, as well as are centers of the target marzes. Two posters picture Caucasian leopard, and the other two are captions of Armenian mouflon and Bezoar goat.

The posters at Yerevan were put up on major highways and streets leading to main districts of the town, were located in a visible place for drivers and pedestrians, and had their impact with couple of major TV channel, namely H1, Yerkir Media and Kentron news broadcasts mentioning and showing captions of the billboards while elucidating the CEPF/WWF projects in Armenia.

AFNGO considers the effect of street billboards second largest after the two films, based on survey among local NGOs, random survey in the streets of pedestrians and vehicle owners.

9. A competition among media on biodiversity topics was held and winners were selected and awarded by June 2008

Another important component of the project was coverage of the project activities and target issues by national and local media. Throughout 21 months couple of dozen news articles were published and half a dozen TV broadcasts were aired throughout Armenia.

Also AFNGO and WWF Armenia partners with a group of journalists that cover biodiversity issues on regular basis.

As a result of good coverage especially by print media, a competition of best print and electronic articles on biodiversity issues was announced in May 2008, and the contest was wrapped up in mid June. The topics included Armenian mouflon and Bezoar goat situation and conservation problems, Armenia's protected areas situation and measure to improve conservation in those areas, best practice examples of foreign countries on biodiversity protection, endangered and extinct species of Armenia and national and international efforts for biodiversity conservation in Armenia.

Some 15 articles and news reports were submitted, among which three were selected as winners by jury comprising AFNGO experts, independent and WWF Armenia experts.

An award ceremony was organized at AFNGO office on 20-th June, 2008, and the first three winners received money prizes (1-rst place – 400USD in equivalent Armenian currency, 2-nd place – 300USD and 3-rd place – 200USD) and certificates.

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

As mentioned above, the only change of outputs was replacing the production of one video clip with environmental puzzle- for target awareness reasons.

V. SAFEGUARD POLICY ASSESSMENTS

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

The project was implemented in line with the National Environmental Strategy and National Environmental Action Plan, did not violate any provisions of international agreements or national legislation, and was complied with the conditions of awareness raising component of so far available strategies within Armenia.

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 project indicated that awareness campaigns form an essential part of conservation projects, yielding good results for involving people in conservation efforts. While conservation field work and research are important, awareness is the tool that makes their work sustainable. After almost two years of campaign, the project secured a good net of partners among local residents and decision makers throughout the area, shaping a friendly atmosphere and basis for future cooperation.

The project also showed that schools were in greater need for information and knowledge on biodiversity situation and conservation actions currently ongoing in Armenia, which led to a decision by AFNGO to alter one of the outputs by both distribute printed materials and films to the schools of the three regions, and publishing an environmental puzzle for kids. Distribution was organized by the support of local youth NGOs and via direct visits and meetings with local school administrations.

It was also clear in the midway that administrations of protected areas and target communities are in need of more support and attention in effective management of the territories of concern, as well as are in need to be heard of. Armenian Forests NGO attempted to give them a chance to voice concerns through films and publications.

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

The basis of the successful project served the project proposal submitted to CEPF, yet during project several outputs were altered in time and form to secure better impact. The changes are listed in the Performance Tracking Worksheet, yet the bulk of the project design consisted of:

1. *assessment of needs and gaps,*
2. *relying on expert opinions,*
3. *reinstating the necessary actions/outputs,*
4. *elaboration of time schedule of output implementation in an order that would enable events to built upon each other.*

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

1. *restoration and establishment of contacts with relevant parties,*
2. *building upon former experience and partners,*
3. *close work with media and state officials,*
4. *involvement of target experts in film making and publications,*
5. *frequent visits to sights, which secured updated orientation of further steps,*
6. *involvement of local residents to protect their environmental rights.*

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.

The implemented project was organized solely based on CEPF grant amounts, except it was organized based on imbursement principle, i.e. the reports were prepared and submitted to CEPF and only after revision the corresponding amounts were refunded, which were initially covered by the Armenian Forests NGO's own sources. No other Donors participated or co-funded the project.

Donor	Type of Funding*	Amount in USD	Notes
N/A			

***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.

Armenian Forests NGO finds the implemented project as very productive and important for securing commitment of decision makers in biodiversity preservation, and would appreciate any possibility for the continuation of the project aimed at maintaining its sustainability. Armenian Forests NGO anticipates a possibility of submitting another proposal to build upon this work with a larger project and will be happy to continue the cooperation with CEPF in future.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS
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AFNGO considers that awareness component is a crucial for securing long-term sustainability of field and conservation works, as well as dialogue with state authorities. It would be desirable to in future as well have awareness project on biodiversity, which would include more funds for publications and TV broadcast, for during the given project the number of copies of the book, booklets and posters and puzzles were limited and more people requested getting a copy vs. what AFNGO actually had in its possession. In this regard documentary film production in Armenia can not compete with Western filmmaking, for documentary filmmakers do not possess relevant equipment and cameras for good and close shootings.

Also, subject to CEPF priorities, it would be good to, if not expanding, then shifting the geography of awareness campaign to northern regions as well. Currently an urgent need for protection requires Sevan's trout and several other fish species, and although we are aware that conservation measures are undertaken in this direction, the awareness component seems to be lagging behind.

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.

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