

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: World Wide Fund for Nature - Russia

Project Title (as stated in the grant agreement): Reduction of Illegal Catch of Sturgeons by the Slowdown of the Demand for Caviar and Sturgeon Flash on the Domestic Market

Implementation Partners for this Project:

Project Dates (as stated in the grant agreement): April 1, 2006 - March 31, 2007

Date of Report (month/year):

II. OPENING REMARKS

Caucasian Ecoregion and surrounding waters of the Caspian and the Black seas are home to the greatest species and genetic diversity of sturgeons (Acipenseridae). All species of sturgeons entering the rivers of the Ecoregion are considered globally threatened. Caspian corridor is especially important with regard to sturgeon populations since it is the main area where their alongshore migrations occur and where recently marine poaching has grown considerably due to the high demand in caviar.

As it was uncovered by previous investigations concerned to poaching of and illegal trade in sturgeon products, the demand of domestic markets of Russia and Azerbaijan is still the main factor supplying the large-scale poaching and the main reason, leading to sturgeon populations to collapse. The main places concerned to large-scale poaching of sturgeons and illicit production of caviar are Caspian coast of Dagestan (Russian Federation) and Azerbaijan. The both regions play the role of the source of illegal sturgeon products for both domestic market and smuggling.

The main idea of this project was the organization of influence on the mass opinion to change believing of sturgeons and especially caviar as a vulnerable commodity and delicacy. This change has to lead to the slowdown of the demand for caviar on the domestic markets. And in turn the minimization and further elimination of the market of illegally harvested and processed caviar will promote the halt of dramatic declining of sturgeons' populations. At the result of the campaign, organized in frame of the project, admass of caviar customers is informed about illegal origination of caviar sold on the domestic market. The volume caviar being sold on the domestic market demonstrates slowdown tendency.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: Reduce demand for illegally harvested and processed caviar in Russia and Azerbaijan.

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	
Public is well informed that the majority of caviar sold on the domestic market is a product of poaching.	The main results of investigation and analysis of data concerned to status of sturgeons in the wild is known by public via the number of publications, interview and participation in TV programmes. Wide advertisement makes public to be well informed that near all kinds of caviar on the market has illegal origination.
The majority of respondents to public surveys understand that domestic consumuoption is the main motivation of poaching and the corresponding decline of sturgeon populations.	Posters that were dispatched in the shops and on the markets. The distribution was able due to kind administration support of Moscow Government and Russian Ministry of Agriculture. The same posters were widely exposed on the street screens. Also special advertisements were published in a number of colorful magazines. PSA design was finished and they are shown on TV regularly. All these does make the respondents to know that the play the key role in sturgeon extinction as consumers.
An increase in consumers who will not buy caviar	The public poll was undertaken via Internet and results show that consumers in mass accept the idea to limit significantly the consumption of caviar and just to stop it at all. The volume of caviar traded in domestic market (especially on Moscow market) declined significantly. It is not a result of TRAFFIC campaign only, but the role of this campaign is significant both as an influence on consumers and as a result of enforcing agencies initiated by wide public awareness due to this campaign.

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

Campaign that was organized in frame of the project highlighted the problem of opened and wide domestic trade in poached caviar as the main reason of dramatic declining of Caspian sturgeons. Consumers' admass understands that buying the caviar on the domestic market, they most probably purchase illegally harvested and processed product. Internet game "Save a sturgeon" placed on the web-site of WWF-Russia had a vogue.

The wide reflection of the campaign in mass-medias and the raising of public awareness made relevant authorities to promote the control on the trade in caviar on domestic market. This promotion had as a result the disappearance of caviar from the opened trade on the markets.

Also the campaign made its contribution in adoption of the law, which obligates all authorities and inspectorates to destroy seized and confiscated caviar and not to transmit it to trade as it had place before.

Were there any unexpected impacts (positive or negative)?

Fish controlling authority appeared much more opened for collaboration then I was waited on the start of the project. The poster informing consumers about illegal origination of the lion share of caviar on the markets was market jointly by WWF and TRAFFIC symbols and the symbol of the Federal

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: Analyze the status of populations of sturgeons of the Caspian Sea and the near-Caucasian Black Sea waters and describe the factors contributing to population decline.	Status of population and its dynamics are described in context of reasons of negative changes. The main reasons are analyzed.
1.1. The report is completed	The report is compiled. The report covers the status of sturgeons not only in Caspian and Black sea waters, but also other Russian sturgeon populations to illustrate the situation more completely. Now the report is under scientific edition.
Output 2: Analyze the domestic caviar market in Russia and Azerbaijan, including evaluating the economic value of illegal catch of and trade in sturgeons.	Domestic markets of Russia and Azerbaijan are analyzed volumes of illegal catch and illicit trade are evaluated.
2.1. The report is completed.	Volumes and values of illegal harvest of and illegal trade in sturgeon products were evaluated and the report is compiled. Data got on this stage of the project partly were used in preparation of WWF and TRAFFIC briefing document for CoP14 of CITES.
Output 3: Develop and implement a communications campaign targeting caviar consumers with messages designed to discourage the purchase of caviar and related sturgeon products.	
3.1.	Public campaign is organized and

Public campaign plan is developed.	ongoing.
3.2. Public campaign materials are created and disseminated.	Campaign is going on and will be continued further. Posters were dispatched, advertisements were published in magazines and PSA is being shown on TV regularly. Consumers in mass understand that buying caviar they support illegal activity and the significant percentage of them is psychologically ready to refuse of caviar.
3.3. Pre and post campaign surveys completed.	The results of post campaign public were analyzed and compared with pre-campaign ones.

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

During the implementation

1) mock-ups for print and outdoor billboards were created. Posters were printed by A1 format and placed on Moscow markets. Also PSA was produced and advertised by TV and on street screens, the Internet game «Save sturgeon» was designed and placed on WWF-Russia site. The number of players in some days reached up to 20 thousand.

2) One more advertisement «Without Caviar» was specially designed for "glossy" magazines. It was placed in about 40 of them both in Moscow and in regional monthly magazines (168 publications as minimum).

Totally in frame of the project advertising materials were published:

- 262712 times at the street screens,
- 516096 times on screens inside minibuses,
- 358800 times in network supermarkets,

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

No

V. SAFEGUARD POLICY ASSESSMENTS

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

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.

Before we started the project the majority of experts was very ironical to our aims and told us that it was absolutely unreal to make Russians to stop by caviar. They said that food-concerned psychological archetypes are too conservative to be changed by public

campaign. The main and really significant lesson is that it appears to be a reachable target. Now the refuse of caviar as important step for sturgeon conservation is discussed in public. This idea is becoming more and more acceptable by people.

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

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

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.

There was no any additional direct funding. But some persons of WWF-Russia staff participated in campaign organization and promotion however they were not paid from the budget of the project

Donor	Type of Funding*	Amount	Notes

****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 funded 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 funded 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.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

The campaign that was started due to this project, now continue “to live by itself”. This means that in will be continued and efforts aimed to further slowdown of the trade in caviar will be promoted further.

VIII. INFORMATION SHARING

CEPF aims to increase sharing of experiences, lessons learned and results among our grant recipients and the wider conservation and donor communities. One way we do this is by making the text of final project completion reports available on our Web site, www.cepf.net, and by marketing these reports in our newsletter and other communications. Please indicate whether you would agree to publicly sharing your final project report with others in this way.

Yes ___ * ___

If yes, please also complete the following:

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