

The Rufford Foundation Final Report

Congratulations on the completion of your project that was supported by The Rufford Foundation.

We ask all grant recipients to complete a Final Report Form that helps us to gauge the success of our grant giving. The Final Report must be sent in **word format** and not PDF format or any other format. We understand that projects often do not follow the predicted course but knowledge of your experiences is valuable to us and others who may be undertaking similar work. Please be as honest as you can in answering the questions – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

Please complete the form in English and be as clear and concise as you can. Please note that the information may be edited for clarity. We will ask for further information if required. If you have any other materials produced by the project, particularly a few relevant photographs, please send these to us separately.

Please submit your final report to jane@rufford.org.

Thank you for your help.

Josh Cole, Grants Director

Grant Recipient Details	
Your name	Thirza Loffeld and Harry Hilser
Project title	Protecting Critically Endangered Sulawesi crested black macaques (<i>Macaca nigra</i>) through Education and Awareness Activities across North Sulawesi.
RSG reference	12465-1
Reporting period	June 2013 – March 2015
Amount of grant	£5960
Your email address	thirza@selamatkanyaki.com , harry@selamatkanyaki.com
Date of this report	11-06-2015

1. Please indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.

Objective	Not achieved	Partially achieved	Fully achieved	Comments
1. Develop Education and Awareness Raising Strategy (EARS)			X	1) Established the EARS Advisory Group, integrating national and international expertise in a wide range of areas relevant for our strategy, such as education, conservation, research, social studies and social marketing. 2) Creation of Education and Awareness Raising Strategy (EARS): Framework of Action based on a Multiple Year Plan, under supervision of our EARS Advisory group. The first step in implementing this strategy is to organise awareness raising campaigns throughout <i>M. nigra's</i> native range, i.e. north Sulawesi. These are called Yaki Pride Campaigns, after RARE's famous Pride Campaigns (RARE, 2013).
2. Organise sustainability and biodiversity seminar series			X	1) Pre-campaign stakeholder workshop with 30 participants, e.g. community leaders, and heads of cultural and educational institutes in our campaign areas. The goal of this workshop was to identify the roles of each stakeholder in our campaign and suitable campaign activities per target audience. The report with workshop results has been distributed to the stakeholders. Based on their recommendations our campaign plan was drafted. 2) First Green Gospel event was held. This conservation workshop, part of a proposed series, focused on the ten biggest churches in North Sulawesi, a pre-dominantly Christian area. Goals: (1) identify connections between Christianity and conservation, (2) start developing conservation materials for church implementation, and (3) start collaboration between conservation projects and churches. Through our 2-step approach we facilitated capacity building for priests who will help us spread conservation messages (Press). Outcomes thus far: we gave talks at two Church Youth Camps , reaching around 6,000 youths in north Sulawesi.
3. Organise biodiversity and			X	1) Our education team held talks at all senior high schools (n=21) in our campaign areas, reaching

conservation youth workshop				<p>around 2,160 students and 65 teachers. Each of our talks was followed by a knowledge quiz and the winner received a ticket for our Yaki Youth Camp 2014. This is the first step in our “two-step-approach” which aims to build capacity among youth in north Sulawesi and to empower them in helping conservation.</p> <p>2) Eighteen students joined our Yaki Youth Camp, each representing a different high school in our campaign areas. These young participants were trained as yaki ambassadors and supervised in preparing their own talk, focusing on junior high and elementary schools.</p>
4. Conduct surveys to monitor success indicators		X		<p>1) Large-scale sociodemographic surveys were conducted in campaign areas to measure the effectiveness of our project activities.</p> <p>2) Implementation of bushmeat market surveys have been postponed due to the need to secure partnerships first with organisations who have previously/are currently conducting bushmeat market surveys in the same areas, i.e. Yayasan Adudu Nantu Internasional (YANI) and Wildlife Conservation Society. Unfortunately one of these partners was not available during the period we had scheduled to review previous data and plan surveys. Meanwhile progress has been made in addressing the wider bushmeat trade by developing the Yaki Protection Protocol, to aid reporting of illegal wildlife trade, and by attending a meeting to discuss wildlife trade in Manado.</p>
5. Awareness campaign activities i.e. distribution of education materials			X	<p>1) We held 16 information stands at traditional (meat) markets during the holidays when bushmeat trade generally peaks, reaching 1,600 visitors in total through activities engaging audiences from young to old; watching <i>M. nigra</i> videos, making <i>M. nigra</i> masks, distributing stickers and signing a banner from our ambassadors the famous Indonesian band SLANK.</p> <p>2) We established a M. nigra exhibition which reached 14,000 visitors, including 7,000 students, over the course of 1 year.</p> <p>3) Media coverage of <i>M. nigra</i> conservation was achieved through 70 articles in local, national and international newspapers, talk shows at local TV and radio channels, reaching more than 100,000 listeners/watchers, and a 500% growth in likes /</p>

				<p>follows on our social media channels.</p> <p>4) Additionally, we: 1. produced two billboards (one in each campaign area) featuring community leaders with our conservation message, 2. developed an online Yaki Video Game, and 3. produced our first Yaki Magazine which is now online.</p>
--	--	--	--	---

2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).

In January 2014, Manado, where the Selamatkan Yaki’s office is based, was hit by heavy storms causing 70% of the city to be flooded and resulting in electricity and internet shortages. Additionally, landslides temporarily blocked the road between Manado and our campaign areas. We worked around these situations, using good communication and a well organised team. Despite postponing our campaign activities, we limited the disruption by continuing communication with the heads of the educational institutes and asking for flexibility in the planning of our talks at their high schools; this was successfully achieved thanks to our established and well maintained relationships. Although schools had less time to prepare to receive our team, by keeping organised and with close communication we were able to complete 21 talks and host 18 enthusiastic students at our Yaki Youth Camp.

3. Briefly describe the three most important outcomes of your project.

At this stage full data analysis is ongoing to assess the effectiveness of our awareness-raising activities, however preliminary results show that:

- 1) Interpersonal communication: results display an increase post-campaign in number of respondents who heard about *M. nigra* in the previous 12 months (mainly through TV, radio broadcast and newspapers or magazines);
- 2) Knowledge: results show an increase in knowledge among respondents when asked the question whether consumption, hunting and trade of *M. nigra* is illegal;
- 3) Behaviour: the majority of respondents answered that they will not eat *M. nigra* in the future.

4. Briefly describe the involvement of local communities and how they have benefitted from the project (if relevant).

The EARS project focuses on community participation and encourages conservation initiatives from the local communities. Our core principles are: (1) connecting, (2) information sharing, and (3) capacity building. In the pre-campaign phase, we connected to the heads of villages and also cultural, educational and religious institutes. These community leaders are [the voices and faces of our campaign](#) and through them information sharing takes place with the local communities. For example, by featuring community leaders on billboards and having them give public speeches at (campaign) events. We developed a student ambassador programme to build capacity, facilitating high school students to become experts in *M. nigra* conservation and awareness-raising before they reach out to other schools. As north Sulawesi is predominantly Christian, a second dimension to our ambassador programme was developed through facilitating capacity building for priests to start spreading conservation messages to their own congregations. As well as local ambassadors,

Selamatkan Yaki also gained ambassadors at a national level, including the [famous Indonesian band SLANK](#) and cultural leader Dr Benny J. Mamoto.

We adopted the RARE approach of community-based solutions for global conservation (RARE, 2013), which is very inclusive of communities and helps build stakeholder commitment. Through our activities we facilitated the development of skills in community leaders and fellow community members, such as to think critically about how individual decisions affect nature on local and global scale and how to create and evaluate plans to conserve north Sulawesi's unique flora and fauna.

5. Are there any plans to continue this work?

Despite the valuable project implementation described above, threats to *M. nigra* are likely to remain in many areas after the end of The Rufford Foundation-funded project. Therefore, the core operational costs of Selamatkan Yaki will continue to be met through a long-term funding commitment from Whitley Wildlife Conservation Trust with external grants being sought to replicate successful initiatives in new areas. At the time of writing, funding has been obtained from the EAZA IUCN SSC Southeast Asia Conservation Fund, CERZA Conservation and Dublin Zoo for a second year of Yaki Pride Campaign, focusing on two densely populated areas near Tangkoko Nature Reserve, which holds a significant population of *M. nigra*. Socio-demographic surveys and other activities have already begun for this second campaign as overlap with the first campaign was unavoidable. Moreover, an exit strategy is in development, building working conservation models in collaboration with the local Government (Bappeda) and other key regional institutions in order to ensure replicability and continuity of research and conservation action.

6. How do you plan to share the results of your work with others?

As information sharing is one of our key objectives, we aim to distribute our results and lessons learned as widely as possible.

- 1) We will continue to spread our conservation messages and feature our campaign activities in **printed and online media**; by writing press releases, blogs, publishing videos, radio spots and attending talk shows. Starting from the development of this project, media output has been growing with over 70 articles about *M. nigra*; of these articles 42 mention our Selamatkan Yaki programme. We will continue with media coverage to fulfil our goal of increasing local, national and international recognition of *M. nigra* as an important species and flagship for conservation.
- 2) We strongly value **sharing information directly with local community groups**, to keep them informed and facilitate opportunities to participate in our outreach activities. We will continue to share our results and project updates with heads of the districts and villages where we work and any relevant lessons learnt will be shared through forum groups we have established as part of a related project for communities who live near the Tangkoko Nature Reserve.
- 3) We will continue to present the EARS project at local, national and international meetings and seminars. We presented the project on multiple occasions at local seminars, organised by the [UNSRAT University](#) in Manado, UNIMA University in Tondano and UKIT University in Tomohon (all of these are cities in North Sulawesi). Internationally, we presented the EARS project at the **Rufford Grantees Meeting in Myanmar** in April 2014 and at the XXVth **Congress of the International Primatological Society** in August 2014 in Vietnam. Our talk in Vietnam was part of the [Primate Education symposium](#) organised by Primate Education Network (PEN). PEN is a platform to connect primate educators around the world and to provide services to improve

community-based primate education. Outcomes of both international meetings included an expanded support network for our project, exchange of lessons learned and Best Practices in (primate) conservation education.

- 4) We are currently in the process of writing up the results of the EARS project to publish in peer-reviewed open-access journals and will continue to present this work at scientific meetings to illustrate the importance of and need for long-term education and awareness raising efforts to save endangered species.
- 5) Lastly, as an outcome of this project, potential conservation actions were identified for each target community group (e.g. hunters, traders and consumers). These results will be incorporated into the Species Conservation Action Plan (Hilser *et al.* 2014; second draft).

7. Timescale: Over what period was The Rufford Foundation grant used? How does this compare to the anticipated or actual length of the project?

The anticipated length of the project was 15 months, but after consulting the Rufford Foundation this was extended to 21 months (June 2013 – March 2015). Part of the justification for this was the disruption caused by severe flooding in January 2014. However, we also underestimated the duration of the socio-demographic surveys, originally only allowing one month for each survey (pre- and post-campaign). However, after drafting our Education and Awareness Raising Strategy (EARS) under supervision of the EARS Advisory Group, it was decided to focus on the largest cities and those identified as being key bushmeat consumption areas. Our campaign area of Tomohon had over 90,000 residents and our second campaign area Langowan approximately 40,000. To get a representative sample of both areas, we interviewed 381 respondents in each area, resulting in a total of 762 interviews of > 1 hour each. Even with a team of 6 people, it took us 2.5 months per survey.

Additionally, as one of the goals of our project is to establish a change in behaviour towards pro-conservation in our campaign areas, we adopted the 2-step approach (Stone, 1997) to build capacity among these communities and increase the reach of our awareness campaign. We started by identifying our target audience, engaging them, and ultimately training them to become experts on (*M. nigra*) conservation (Step 1); we then facilitated a framework for them to identify a target audience and to start raise awareness on (*M. nigra*) conservation (Step 2). The implementation of this second step is still ongoing, though with our student Ambassadors, we have meanwhile reached 2252 students and 42 teachers in our campaign areas. This approach has been a great success so far but required more time than anticipated.

Summarised, we spent a total of 5 months on surveys to collect data to monitor and evaluate the current project. Additionally, 16 months were spent on implementing project activities, including the Ambassador Programme using the 2-step approach, alongside other campaign activities, e.g. information stands, *M. nigra* exhibition, and billboards.

8. Budget: Please provide a breakdown of budgeted versus actual expenditure and the reasons for any differences. All figures should be in £ sterling, indicating the local exchange rate used.

Item	Budgeted Amount	Actual Amount (using £1=17.641 IDR)	Difference	Comments
Personnel	£1,920	£2,044	£124	Under budgeted; we needed extra people for our large-scale socio-demographic surveys.
Travel	£834	£902	£68	Slightly under budgeted; fuel prices were raised twice during the project duration and hard to predict.
Food	£1,410	£1,157	£253	Over budgeted; for permanently hired team food is included in their salaries.
Equipment	£1,796	£1,734	£62	Slightly over budgeted, but generally we stuck to the budget well.
Communication	£0	£123	£123	Under budgeted; a few team members made substantially more communication expenses than others due to their work roles. Therefore we decided to reimburse telephone money.
Total	£5,960	£5,960	£0	

9. Looking ahead, what do you feel are the important next steps?

We will continue with post-project activities such as supervising our *M. nigra* student ambassadors, maintaining relationships with key stakeholders and monitoring and reporting behaviour change. At least three subsequent years of awareness campaigns are planned and required in order to reach communities throughout north Sulawesi. The second Yaki Pride Campaign is currently in process (see section 5.) while in the third year of EARS (2016) we plan to implement a Yaki Pride Campaign in the cities of Manado, Ratahan and Amurang, all of which have a high population density likely to include *M. nigra* consumers and hunters. Each year we will review and adapt the strategy to best address the conservation issues and reach our goals.

10. Did you use The Rufford Foundation logo in any materials produced in relation to this project? Did the RSGF receive any publicity during the course of your work?

Yes, we used The Rufford Foundation logo extensively on all the appropriate education and event materials produced during the course of our work. Specifically this included two workshop reports, billboards, market information stand materials, various presentations, event banners, calendars and our [Yaki Magazine](#).

Additionally, The Rufford Foundation received publicity during our presentation at the XXVth Congress of the International Primatological Society in August 2014 in Vietnam and the many local and national meetings/seminars we presented at.

11. Any other comments?

Cited literature:

1. Hilser, H., Melfi, V., Sampson, H., Tasirin, J. *et al.* (2014). Species Conservation Action Plan – Sulawesi Crested Black Macaques (*Macaca nigra*). Second Draft.
2. RARE, 2013. Conservation on a human scale. The Rare Approach: community-based solutions for global conservation. Website: <http://www.rare.org/sites/default/files/RareApproachWEB.pdf> (Access 5 May 2013)
3. Stone, R. (1997). What's your role? Training or Organisational Impact. A Guide for Training Officers in Protected Area Management. African Biodiversity Series No. 5. Biodiversity Support Programme, Washington, DC. Website: <http://www.bsponline.org/publications/>. (Accessed 3 August 2011).