

## The Rufford Small Grants Foundation

### Final Report

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

We ask all grant recipients to complete a Final Report Form that helps us to gauge the success of our grant giving. 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. 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](mailto:jane@rufford.org).

Thank you for your help.

**Josh Cole, Grants Director**

Grant Recipient Details	
<b>Your name</b>	Nguyen Phuong Lan
<b>Project title</b>	Building the “Let birds free” campaign to raise awareness among local school children and communities.
<b>RSG reference</b>	13.05.08
<b>Reporting period</b>	From 1 September 2008 to 31 August 2009
<b>Amount of grant</b>	£ 5,995
<b>Your email address</b>	<a href="mailto:Phuonglanhanoi_am@yahoo.com">Phuonglanhanoi_am@yahoo.com</a>
<b>Date of this report</b>	26 Nov 2009

**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
To launch a series of educational programmes			X	We have conducted eight different educational programmes at four selected schools within Hanoi city. A total of 400 schoolchildren have joined the programmes.
Establish a campaign "Let birds free" within Hanoi city			X	Four small campaigns have been carried out at four selected schools and one large scale campaign has been implemented in Hanoi. A total of 300 schoolchildren, 40 teachers, 15 experts from Vietnam Birdwatching Club, eight people from local authorities and 10 journalists have joined the campaigns.
To raise awareness among local schoolchildren and communities			X	Awareness of schoolchildren and local communities has been raised remarkably. All the participants have signed the commitment named "No to consuming wildlife products; No to keeping wild birds in cages".

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

Many schoolchildren wanted to join, however we had limited volunteers. We had to ask Vietnam Birdwatching Club for their assistance then they supported and provided us with enough volunteers to co-control our campaigns

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

- Radio channel for wildlife and birds protection has been set up and run.
- The main part of "Love nature club" has been formed. We have set up the management board and proposed the club's regulations.
- Up to now, 480 schoolchildren have joined our activities and signed the commitment named "No to consuming wildlife products; No to keeping wild birds in cages"

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

Our project has been mostly focused on the schoolchildren. However, during the campaigns we invited some key persons from local authorities, and the management board of the markets where

they sell the wild birds. We have provided them with the most updated information about the importance of nature and wildlife species.

#### 5. Are there any plans to continue this work?

- We plan to expand these activities firstly at some other schools located in the “hotspot” of illegal wildlife trade in the city, then in surrounded cities and at the province scale in long-term.
- We will try to maintain our recent setting of radio channel about the wildlife protection in our schools.
- We plan to set up the “Love nature club” within our school that includes creating a school’s website and setting up the “love nature” forum.
- Looking for more financial support.

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

Seminars will be held to show the results and project’s lesson learnt at four mentioned schools. The final report will be sent to the donor and published on the website, related International and local organizations, local authorities such as Wildlife at Risk, Traffic International, Birdlife International in Indochina, WWF, FFI, WSC, IUCN, Forest Protection Department, Hanoi National University and Vietnam Birdwatching Club.

The results will be also sent to some local papers with the purpose of being popularized to the local communities.

#### 7. Timescale: Over what period was the RSG used? How does this compare to the anticipated or actual length of the project?

No.	Activities	Proposed	Actual
1.	Purchase of equipment	September 2008	On time
2.	Training for team members	October 2008	On time
3.	Setting up the groups of schoolchildren. Designing and printing campaign posters and leaflets	November and December 2008	On time
4.	Second phase of campaign activities. Publishing the campaign’s commitment pamphlet.	January to June 2009	On time
5.	Reporting and delivery	July and August 2009	November 2009 Late as the team members have long summer holiday.

#### 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.

(All in £sterling, £1 is equivalent to 28,000 Vietnam Dong)

Item	Budgeted Amount	Actual Amount	Difference	Comments
<b>Pre-campaign</b>				
Equipment (projector, computer, digital camera, speakers)	1,200	1,250	-50	We planned to buy two speakers but finally we have to buy 5 as the large number of participants.
Posters and leaflets, hats (1000 for each)	1,000	1,250	-250	We have to print more leaflets and hats as more participants joined in the campaigns than we had planned.
Training for team members and school groups (consultancy fee, per diem for participants)	400	500	-100	The higher prices as the high inflation during the project implementation.
Communication (post, fax, telephone) and stationary	150	150	0	
<b>Campaign</b>				
Per-diems for participants (4 groups x 25 persons x £3 x 6 times)	1,800	1,800	0	
Allowance for journalists, key persons from schools, organizations and local communities.	300	400	-100	There were more journalists, key persons from the schools, organizations and local communities joining the campaigns than we expected.
Communication (post, fax, telephone)	200	200	0	
<b>Post-campaign</b>				
Communication (post, fax, telephone)	150	150	0	
Printing and delivery (report, photographs, commitment, etc.)	250	295	-45	The higher prices as the high inflation during the project implementation.
10% contingency	545	545		We have to use this for the above contingency items.
<b>TOTAL</b>	<b>£5,995</b>	<b>£5,995</b>		

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

- Running of the “Love nature club” and radio channel within the school will be a very important activity to attract more schoolchildren to join nature and wildlife protection.
- Maintaining the campaigns periodically so that more schoolchildren and teachers can get a clearer awareness.
- Keeping close contact with related organizations to update information on the monitoring system of wildlife trade in the city such as Vietnam Birdwatching Club, WCS and Traffic International.

### 10. Did you use the RSGF logo in any materials produced in relation to this project?

Yes, we have used the RSGF logo in our every training document, seminars, presentations and during our campaigns.

**Did the RSGF receive any publicity during the course of your work?**

We have sent our progress report to RSGF.

**11. Any other comments?**

We special thank to Rufford Small Grants Foundation for supporting us. We hope to have more help and support from RSG for our future educational activities.