

## The Rufford Small Grants Foundation

### Final Report

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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. 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](mailto:jane@rufford.org).

Thank you for your help.

**Josh Cole, Grants Director**

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Grant Recipient Details	
Your name	Bruno Monteferri
Project title	Innovative Conservation Strategy for the Protection and Reforestation of Wildlife Corridor in Amazonas, Peru
RSG reference	14641-1
Reporting period	January – July 2014
Amount of grant	£ 6,000
Your email address	<a href="mailto:bmonteferri@spda.org.pe">bmonteferri@spda.org.pe</a>
Date of this report	July 30, 2014

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
<p><b>1. Secure a 20 ha corridor of land for reforestation and conservation connecting the 5 ha parcel with the larger forest of the Berlín ACP. This will be accomplished through signed conservation agreements with landowners.</b></p>			X	<p>After close consultation with local landowners and the NGO Neotropical Primate Conservation (NPC), which has long-standing expertise in conservation the Amazonas Region and yellow-tailed woolly monkeys, the original plan to connect the 5 ha patch with ACP Berlin was found to be unfeasible. Despite people's initial interest in creating a corridor, we found that the number of separately-owned plots in the area, as well as the high level of deforestation on these plots, would make it too difficult and costly to create a corridor. NPC instead suggested focusing on securing the 5 ha plot with the monkeys, bolstering the forest quality of the 5 ha plot, and to use that specific group of monkeys for education, awareness-raising and research purposes.</p> <p>We were then greeted with very positive news: another group of yellow-tailed woolly monkeys was discovered in an intact swathe of forest (29 ha) adjacent and to the west of ACP Berlin. Using strong promotion in our support community, we found 10 individuals who together paid USD 23,000 (£13,573) to buy the 29 ha parcel. The agreement dedicates the forest swathe to conservation, and designates the Rimarachin family as co-owners and managers of the area.</p> <p>We are therefore very happy to report having succeeded in securing 29 ha of land that connects one group of yellow-tailed woolly monkeys to ACP Berlin, as well as having secured the original 5 ha forest patch (see Objective 2 below).</p>
<p><b>2. Raise the funds needed to purchase the identified 5 ha parcel of forest or sign conservation agreements with the owners.</b></p>			X	<p>Over the course of the project, the need to secure the 5 ha patch of forest and protect the monkey family became even more urgent after poachers entered the patch and killed five monkeys, leaving behind six. We are pleased to announce that using the Rufford grant, we successfully employed crowd-funding techniques to exceed our expectations and raise USD 10,500 (£6,126) to secure the patch. Combined with our community education activities (see Objective 4), the landowner of the forest patch was so excited</p>

			<p>about the project that he signed a legal contract leasing the forest patch to Leyda Rimarachin for conservation purposes for 10 years – for free! The funds raised will therefore go towards the legal costs of making the agreement, monitoring the monkeys and protecting them from further poaching, reforestation in the forest patch, and developing education and research strategies.</p> <p>We used several crowd-funding mediums, all using the same core message and our specially created video, available here: <a href="http://vimeo.com/95200414">http://vimeo.com/95200414</a></p> <p><b>1. An “experience auction”</b> on May 30<sup>th</sup> 2014, where we raised USD 3,241 (£1,912) in a single evening. We asked our support community to auction off “experiences”, such as yoga and cooking lessons, horse rides, paddle-boarding classes, ceramics classes and so on. Over 500 people attended and the event was lauded as a big success, with many people expressing that they had never experienced this type of funding event.</p> <p><b>2. “Indiegogo Campaign”</b> From May 29<sup>th</sup> to July 13<sup>th</sup>, we raised USD 6,960 (£4,107) using the crowd-funding platform “Indiegogo” (campaign link: <a href="http://igg.me/at/monochoro">igg.me/at/monochoro</a>). The campaign was funded by 156 individuals, and was shared at least 1,500 times on Facebook and reached more than 150,000 people.</p> <p><b>3. Eco-tourism trip</b> A trip to ACP Berlin was organised for July 26<sup>th</sup> -28<sup>th</sup> 2014, raising USD 300 (£177). The flyer for this trip reached 49,952 people in social networks, further raising awareness about ACP Berlin as a tourist destination.</p>
3. Complete all preparations necessary to commence reforestation in connecting corridor including testing of planting strategy for reforestation, and raising saplings.		X	<p>We identified an appropriate area in ACP Berlin to pilot reforestation activities, and the Rimarachin family successfully planted approx. 1,000 saplings. We are ready to commence reforestation in other areas, including the 5 ha patch, where we will focus on planting fruit trees to provide more sustenance for the monkey family.</p>
4. Increase community awareness, support and involvement of conservation efforts through workshops,		X	<p>We conducted a host of activities to increase awareness and support for conservation of local forests and the yellow-tailed woolly monkey, targeting both local communities and the greater public.</p>

<p>events and disseminating audiovisual material.</p>			<p>1. Participation at the Expo “Expoamazónica” (July 10-13, 2014), Bagua Grande in the Amazonas Region. Many different NGOs and environmental initiatives participated at the expo, and over four days, Expoamazónica received almost 25,000 people. <i>Conservamos por Naturaleza</i> had a stand run by Leyda Rimarachin and a SPDA staff member, focusing on local private conservation efforts and the yellow-tailed woolly monkey.</p> <p>2. We conducted over 20 individual visits of homes around ACP Berlin to raise awareness about the project. The Rimarachin family conducted further visits to that same end, and Leyda presented the project at a nearby school.</p> <p>3. We carried out a large campaign to raise awareness about conservation of cloud forests and the yellow-tailed woolly monkey online, with media partners and presentations that allowed us to reach various socio-economic groups:</p> <ul style="list-style-type: none"> <li>- Over 20 posts on Facebook reaching an estimated 250,000 people in Peru and internationally</li> <li>- Publishing an article in the newspaper “Publimetro” that reaches 80,000 people, mostly middle class. (an online version of the article is available here: <a href="http://publimetro.pe/vida-estilo/noticia-video-al-rescate-monos-choro-cola-amarilla-amazonas-24285">http://publimetro.pe/vida-estilo/noticia-video-al-rescate-monos-choro-cola-amarilla-amazonas-24285</a>)</li> <li>- Presentations at the event “Peru Natural” in Lima, attended by 150 people</li> <li>- Presentation at three university fairs in Lima: Universidad San Ignacio de Loyola, Pontificia Universidad Católica del Perú, Universidad del Pacífico.</li> <li>- Publishing an article in Asia Sur magazine, freely distributed to 40,000 of the wealthiest homes of Lima.</li> <li>- Presentation at the Ecofest 2014 in Lima in front of 100 people.</li> </ul>
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**2. Please explain any unforeseen difficulties that arose during the project and how these were tackled (if relevant).**

First, regarding the Indiegogo Campaign, we experienced some difficulties due to the reliance of the Indiegogo platform on the use of credit cards. In Peru, the use of credit cards is not yet a well-established culture. We had to seek payment alternatives in order for people to be able to donate, for instance giving us cash donations and paying for them with SPDA’s credit card.

Second, we faced some opposition to the project by local people from communities near ACP Berlin, because they did not believe that our intentions were solely conservation. In fact, they suspected us to be miners, or worse, members of the terrorist Shining Path movement. The long history of terrorist activity in the area between the 1960s until well into the 1990s, as well as unscrupulous attitudes of extractive industries towards local communities in rural Peru, have made many local people highly distrustful towards outsiders. For example, to make trail signposts, Leyda had used the expression Sendero del Mono Choro, “Yellow-tailed woolly monkey Path” and some local people interpreted the use of the word Sendero, “Path”, as signifying a relation to Sendero Luminoso, “The Shining Path”. However, combined with the strong awareness raising efforts of the Rimarachin family, we were able to explain that conservation was indeed our goal, and overcome feelings of distrust.

Finally, this year, the area experienced stronger and longer rains than is usual for the rainy season, due to the El Niño phenomenon. This unforeseen event complicated some of the reforestation activities and trips programmed to the area, where roads become very dangerous and largely impassable after heavy rainfall due to frequent landslides. For this reason we delayed the reforestation activities for two months.

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

1. In a non-conventional and participatory way, we have engaged more than 700 people in our efforts to secure an overall total of 34 ha of cloud forest, habitat of the yellow-tailed woolly monkey and other endangered and endemic species. These areas, particularly the isolated 5 ha forest patch, will be important sites for research into this poorly studied species, as well as awareness raising activities for surrounding communities and tourists.
2. Through a strong communication strategy that spanned several platforms (presentations, newspapers, magazines, online video hosting sites, social media, etc.), we have helped raise awareness about the importance of conserving the yellow-tailed woolly monkey and its cloud forest habitat by reaching more than 300 000 people.
3. We have established an alliance with Neotropical Primate Conservation (NPC) and the private landowners for carrying out research and education activities with local communities in the forest for the following 10 years. We are particularly pleased to have found a solution that did not in all cases require the purchase of land, but instead, the voluntary participation of local community members in conservation.

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

Members of the surrounding local communities were involved throughout the project period, and we will continue working with them in the future. First, the Rimarachin family is a local family that has received considerable media exposure and recognition for their hard work due to our strong communication strategy. We were very happy to see Leyda Rimarachin receive the Carlos Ponce Award for Young Conservationists last year. Second, we expanded our efforts to include other members of the local communities in the project, in particular, the owner of the 5 ha forest patch, who is now a strong and active supporter for yellow-tailed monkey conservation. Third, through many meetings held by us or the Rimarachin family, many members of the surrounding communities have learned more about the environment they live in, and have developed a higher appreciation for their surroundings.

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

Yes, this project is the first stepping stone for a long-term project revolving around the conservation of the cloud forests in and around ACP Berlin, as well as species such as the yellow-tailed woolly monkey and the Andean night monkey. As mentioned earlier, we are planning further conservation, research, education and tourist activities based on the yellow-tailed woolly monkey, using in particular the 5 ha forest patch. In the very near future, we will work with NPC to develop a conservation strategy for the monkeys in this area, including a monitoring scheme and a reforestation plan.

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

The results of the crowd funding campaign were presented at the “Peru Natural” event, which took place at the Cultural Centre Peruano Britanico (Miraflores, Lima) and where more than 150 people attended.

The results of our work will be published on several platforms: 1) we will publish a summary of the project on our website ([www.conservamosporlanaturaleza.org](http://www.conservamosporlanaturaleza.org)), 2) an article will be published in *Somos*, a magazine of *El Comercio* that reaches 200,000 people each Saturday, 3) an interview will be published by the newspaper *El Pais*, Spain’s most widely circulated daily newspaper, and 4) we will publish a summary of the project’s achievements through social media and newsletters, noting that our Facebook following has now reached nearly 13,000 people (as opposed to 6,000 when we first submitted the current project’s proposal to the Rufford Foundation).

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

The RSG was used for a period of 7 months in total, 3 months more than expected, for which a no-cost extension was requested. This was due to the longer and more intense rainy season, caused by El Niño, and delays caused by negotiations with local landowners.

**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. The local exchange rate: £1 = S/. 4.1762 (Peruvian Nuevo Sol)**

Item	Budgeted Amount	Actual Amount	Difference	Comments
Establish conservation agreement	2500	2500		
Launch crowdfunding campaign	1400	1400		
Reforestation preparation and pilot	900	900		
Community education activities	1200	1200		
<b>Total</b>	<b>6000</b>	<b>6000</b>		

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

Now that the habitat of at least two groups of yellow-tailed woolly monkeys is under protection, it is important that we gather more information about the groups, conduct surveys of any potential other groups found in the area, and assess the monkeys’ health. We will work closely with NPC and other interested NGOs in this. Furthermore, particularly for the 5 ha patch, it is vital that we begin

reforestation activities that focus on providing more food and space to the monkeys. Next, we must work closely with local community members to find a way of preventing any further poaching of monkeys. Finally, we must create a strategic plan for further research, conservation, education and eco-tourism activities in the area, and secure funding to support further activities.

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

The logo of the RSGF was used for several photos posted on our social media networks and presentations we gave throughout the project. The RSGF was named as a sponsor for making the fundraising campaign possible, although the logo itself was not used.

**11. Any other comments?**

We would like to give our warm thanks to the team at RSGF for making this project possible: it allowed us to experiment with a new way of engaging the general public in conservation and the potential of crowd-sourcing strategies. Importantly, through this project we were able to aid the efforts of the Rimarachin family, thereby making an important contribution to grassroots conservation in Peru, empowering local communities and involving them in the protection of their natural resources. The widespread media attention on the campaign has further contributed to mainstreaming conservation as a topic across Peruvian media, an important achievement in and of itself in line with Target 1 of the Aichi Biodiversity Targets.

