

## The Rufford Foundation Final Report

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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](mailto:jane@rufford.org).

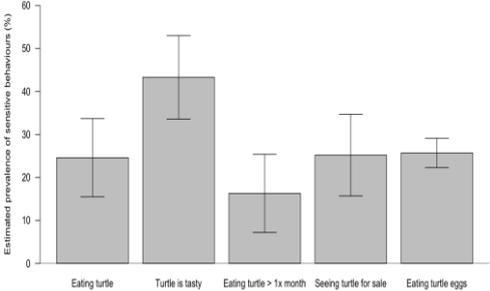
Thank you for your help.

**Josh Cole, Grants Director**

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Grant Recipient Details	
<b>Your name</b>	Sara Vieira
<b>Project title</b>	Understanding and reducing the sea turtle trade and consumption in São Tomé Island, São Tomé and Príncipe
<b>RSG reference</b>	18821-1
<b>Reporting period</b>	March 2016 – March 2017
<b>Amount of grant</b>	£5000
<b>Your email address</b>	saralexvieira@gmail.com
<b>Date of this report</b>	30 <sup>th</sup> March 2017

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
Understand the drivers of sea turtle trade and consumption				<p>We were able to do surveys on eight coastal communities with a great tradition on sea turtle harvesting and consumption (1163 survey respondents) and interviews to sea turtle poachers and traders, allowing us to increase our knowledge on the main drivers of sea turtle trade and consumption as well on the sea turtle trade chain. The sea turtle trade and consumption is mainly linked to taste preferences and not to traditional or cultural practices, as other countries in the world.</p>  <p><b>Figure 1.</b> Estimated prevalence (SE) of sensitive behaviours related to the sale and consumption of turtle meat and eggs in the island of São Tomé. Estimates obtained using unmatched count technique (UCT), a specialised questioning technique developed for surveying sensitive topics.</p>
Design and implement a targeted social marketing campaign				<p>We conducted semi-structured interviews with key stakeholders in focal communities and in the capital to design and pre-test the branding, messaging, awareness materials and activities to be used on a targeted social marketing campaign.</p> <p>We implemented the Social Marketing Campaign Tataluga Mém di Omali (Sea Turtle – The Mother of the Sea) on the</p>

				national media and in each district where the focal communities were present and on the main cities of those districts.
Reduce Sea Turtle Exploitation				Levels of sea turtle harvesting decreased considerably since 2014. For example in 2013/2014 season 210 female sea turtles had been killed on just 15 km of beach; but during the 2016/2017 nesting season only 59 were killed on 23 km of daily monitored beach; revealing important achievements. Additionally, for the first time since the National Sea Turtle Protection Law was implemented sea turtle byproducts were seized by the national authorities on the main market of the City of São Tomé, which we believe had a great impact on sea turtle trade and partially reduce its exploitation.
Identify and develop viable alternative livelihoods for those groups whose livelihood is linked to the sale of turtle				We were able to identify alternative livelihoods for sea turtle traders of the main market of São Tomé's Capital and for the tortoise shell carvers. We're actually working on developing those identified alternative livelihoods in partnership with the national government.

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

One of our field assistant left the country during the project. We had to suspend the initial survey on coastal communities for three weeks in order to find a substitute and train him.

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

1. INCREASE KNOWLEDGE ON TRADE AND CONSUMPTION OF SEA TURTLE BY-PRODUCTS: By researching the trade and consumption of sea turtle eggs and meat in São Tomé Island and by doing surveys on the eight coastal communities with a great tradition of sea turtle harvesting we were able to improve our knowledge related to the supply chains of the different sea turtle products and gain insights into the motivations behind their consumption.
2. INCREASED COMMUNITY INVOLVEMENT: By actively involving key coastal communities and increasing awareness of these communities by facilitating participation and knowledge of project's activities, we were able to decrease the consumptive demand for sea turtle derived products, and consequently decrease sea turtle illegal harvesting.

3. INCREASED GOVERNMENTAL AND POLICE AUTHORITIES PARTICIPATION: For the first time since the National Sea Turtle Protection Law was implemented sea turtle byproducts were seized by the national authorities on the main market of the City of São Tomé. The seized meat and eggs were burned on the presence of the national authorities and broadcast on the national television (<https://www.youtube.com/watch?v=t0oFRoVP-QY>). In addition, five captured adult sea turtles were rescued by local police during the nesting season, while on the last 2015/2016 nesting season, just 1 sea turtle was rescued with the collaboration of local police.

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

Two local community individuals were engaged in data collection. They benefited with the financial incentives for field assistants. Additionally Domingas Monteiro, a San Tomean jurist and activist led the Social Marketing Campaign and two national graduate biologists were involved on an internship program on sea turtle monitoring and research. Besides the monitoring work, field assistants were responsible for developing and participating in awareness-raising activities under the Social Marketing Campaign.

Awareness activities involving the active participation of community members and elementary schools and exchange of knowledge and experience were developed on 5 coastal communities. In addition, we organised the first Sea Turtle Futsal Cup involving fishermen from 12 coastal communities of São Tomé (<https://www.youtube.com/watch?v=TgbPX41UK8E>), several awareness lectures around the importance of sea turtle conservation on every church of five target coastal communities (<https://www.youtube.com/watch?v=ctI3aAFwY08&t=113s>) and a competition to showcase alternatives to using sea turtle meat using the produce locally available on those communities (<https://www.youtube.com/watch?v=Dw5UOHyNRjQ>). We also involved public drivers, important players in the illegal trade of sea turtle derived products, on this project.

Finally, the “Livelihood Support” Workshops gave us the opportunity to engage each stakeholder group whose livelihood is linked to the sale of turtle byproducts on the consultation process to identify and develop alternative livelihoods.

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

Yes. Program Tatô will continue the monitoring and surveillance activities on sea turtle nesting and foraging grounds while engaging local communities in sea turtle conservation and promoting a social marketing and awareness campaign on the importance of sea turtle preservation.

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

Preliminary results were published in the National Geographic Voices' blog (<http://voices.nationalgeographic.com/2017/03/20/sea-turtles-of-sao-tome-selling-what-cant-be-sold/>).

The project's results will be presented in a talk at the International Conference of Environmental Education (July 2017, Príncipe Island, São Tomé and Príncipe). Additionally the project's results will be published in the annual season report produced by ATM and two international peer-reviewed publications in open access, scientific journals about the characterisation of the sea turtle consumers and their motivations and the outcomes of the social marketing campaign, acknowledging RSGF. Results have been shared on the national media and with the national main stakeholders during official meetings (<https://www.youtube.com/watch?v=9TNYo7yIXdU>).

**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 project lasted longer than expected. Although the second phase of this project was expected to be finished on January 2017, we were just able to finish it on March 2017 greatly due to the amount of time required to get permits from local authorities to organise socio-cultural events and putting up posters on the target coastal communities.

**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	Difference	Comments
International return flight London -São Tomé- London (1)	925	925	0	
Temporary visa for STP (1)	15	0	+15	We didn't have to pay Diogo Veríssimo Visa as we expected on the time we submitted our application. Visa policy of São Tomé and Príncipe changed on the last year for European citizens. Nowadays they are allowed to stay in the country up to 15 days without visa.
Petrol (15km by car = ~5£)	300	350	-50	We had to support the transportation of fishermen from

				distant communities to participate on the Sea Turtle Futsal Cup.
Local travelling (15km by bus = ~1£; 15km by taxi = ~5£)	200	120	+80	We used local transportation less than we were expecting in order to avoid delays
Food (4£ daily for 4 people x 7 months)	160	160	0	
Printing (Large format posters, leaflets and reports)	600	600	0	
Painting materials (banners, paint brushes and paint)	250	250	0	
Community events (venue and catering)	800	700	+100	More community events were organized than scheduled
Mobile phone credit	100	145	-45	We used less mobile phone credit than we were expecting
Stationery	30	30	0	
Sports material	150	250	-100	Some national football teams handed us sports material
Salaries 2 local field assistants (105 £/assistant x 7 months)	1470	1470	0	
<b>Total</b>	5000	5000	0	

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

We believed the most important next steps are:

- Implementing a national-level social marketing campaign based on this pilot Social Marketing Campaign.
- Developing the second stage of the "livelihood support" by devising a network of mentors who can support those entering a new livelihood beyond the short term.
- Strengthen lobbying efforts towards decision makers for implementation of national sea turtle protection law (Decree-Law n°8/2014) enforcement measures.

### 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 did. We used the Rufford Foundation logo in all outreach presentations and materials used on the social marketing campaign (posters, pamphlets and banners). We also made t-shirts for each team of fishermen participating on the Sea Turtle Futsal Cup, with the logo as well. Finally, we included it on ATM website and on the bimonthly newsletter as a funder of Program Tatô, the sea turtle conservation program on São Tomé Island.

## 11. Any other comments?

We would like to express our gratitude for providing us this grant. Without it, we wouldn't be able to design and implement this pilot social marketing campaign to reduce the demand for sea turtle by-products in São Tomé Island. We hope to ensure the continuity of this project for a long term and to involve both islands of São Tomé and Príncipe with the continued support of Rufford Foundation.

