

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. 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	Emmanuel D. Lekule
Project title	Environmental education awareness through the use of local radio stations in Northern Zone
RSG reference	58.03.09
Reporting period	1 year
Amount of grant	£ 6,000
Your email address	<u>Emmanuel.Lekule@Yahoo.Com</u>
Date of this report	16/07/2010

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
Carrying out environmental education on local radio			10%	<p>Designing environmental programme which touch daily human activities in Radio station, we have being able to get feedback from communities through phone-in, SMS and participation in asking questions of the expert.</p> <p>Local communities are welcome to choose some topics which touch their life and surrounding environment including environmental policies in Tanzania. According to Radio Kili FM audio research (2009/2010), the environmental programme managed to receive 3,000 SMS per year so we can tell that people are interested in conserving the environment.</p>
Organizing and conducting sporting and cultural event			7%	<p>Organizing the volleyball sporting event was the most popular sporting activity in Kilimanjaro, and other neighbouring countries in East Africa. Due to the number of participants in sports at all levels, there is massive capability for sport to encourage environmental awareness and protection.</p> <p>The event was successful because the first winner was Kenya women, whereby KEEAF was support gender equality by encouraging women from Northern Zone to participate in this events and women learning that even women can be involved.</p>
Conducting lessons to primary and secondary schools			6%	<p>Our targeted school was successful because we used it to conduct other events direct or live broadcasting from their respective school.</p>
Starting and maintaining tree			8%	<p>More than 3,400 trees were planted in Northern Zone Kilimanjaro, Manyara and</p>

seedlings nursery				Arusha. Tree planting campaign served as environmental education and awareness-raising.
Conducting seminars, workshops, symposia and gender mainstreaming		4%		This activity was conducted but we had some difficulties because most of local communities in other areas are illiterate. We use a translator so that we can provide environment education during seminar and workshop according to their tribe.

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

- ✓ During workshops and seminars we visited local communities in remote areas and we encountered some problems such as language barrier and we managed to tackle these by hiring the translator so that we could convey the message to them.
- ✓ We encountered difficulties maintaining a tree seedling nursery because of plant disease due to high rainfall in northern region.
- ✓ Other areas were difficult to reach because of rain, most of the roads in remote areas were not accessible so we used another alternative such as motor vehicle and bicycles.

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

- ✓ Increased number of listeners especially women who participated in environment programme and were able to ask questions live on radio stations.
- ✓ Radio deutsche Welle supported our project through sending an environmental expert which helped us to produce 53 environment programmes to be repeated.
- ✓ Environmental stakeholders such as Tanzania National Park, invited journalists from Northern Zone and announced that some of the radio stations in the northern zone would play a major role in educating local communities about environment. However the Park warden from Mt Kilimanjaro National Park congratulate KEEAF for their efforts which have been done; he told the journalists that from 2009/2010 there is no fire outbreak in Mt Kilimanjaro compared to previous years.

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

Sport events, workshops and seminars directly involved local communities. Local communities who are utilizing natural resources - through conducting workshops and seminars in their respective areas or village we helped them to understand how to use alternative means such as using biogas instead of using firewood or charcoal which damages the environment.

During the radio programmes local communities were involved through phone-in or SMS direct to environmental expert for clarifications or to give their suggestions to other listeners.

Final environmental programme was done on 1th July 2010 and we invited local communities to give their views concerning the whole programme from the day we commenced. All these views were submitted through SMS or phone direct to the radio station. We received 1,870 SMS and 120 calls during the suggestion for the program, most local communities appreciated the role KEEAF played during the environmental awareness.

5. Are there any plans to continue this work?

According to the success which we have observed from local communities participation and gender quality we plan to continue with this project in order to work with these very important target groups to determine and address their special needs which will enable them to effectively take part in the environmental process.

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

With the results from this project and other live programmes which we aired throughout the year we will select the most important topics and make CDs and pamphlets so that we can take this to different schools and libraries. We will make sure that all environmental stakeholders who are found in the Northern Zone are receiving a copy of the materials. However, we are welcoming any environmental partners to request the results by e-mail.

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

During all activities which we conducted throughout the year we made sure that RSG was advertised heavily because they are the main sponsor for this project.

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
Carrying out environmental education on local radio £60X4X12	£2,880	£4,500	£1,620	Increase number of environmental experts to different radio stations
Organizing and conducting sporting and cultural events	£500	£1,140	£500	During the sport competition we printed environmental leaflets,

				banners, posters, and final reports.
Conducting lessons to primary and secondary schools	£1,200	£1,600	£400	Allowance for teachers
Starting and maintaining a tree seedlings nursery	£900	£1,660	£760	Hiring of gardeners to maintain the nursery
Conducting seminars, workshops, symposia and gender mainstreaming	£520	£1,600	£1,220	Hiring of translator for different area which we have visited.
Total	£6,000	£10,500	£4,500	

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

The next step is to attract all members of the community in urban areas using the road show within Kilimanjaro Region in emphasizing the use of environmentally friendly methods. We feel that the use of actors in this situation is very important to entertain the audience and therefore educate them on the importance of using alternative way of utilizing the natural resources and the consequences of what may happen if they don't. This is a well proven tool for local community to remember by.

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?

More than 70% RSGF received publicity during the environmental programme running in the radio stations and other activities which we run in the project.

11. Any other comments?

I would like to express my sincere gratitude to **Rufford Small Grant** for their supports especially in financial position which enable me pursue my project.

Thanks to all Government leaders and local communities who are living adjacent to the areas that I worked together when conduct my project.