

Final Evaluation Report

We ask all grant recipients to complete a project evaluation that helps us to gauge the success of your project. This must be sent in **MS Word and not PDF 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 – remember that negative experiences are just as valuable as positive ones if they help others to learn from them.

Please DO NOT fill in and submit this form until the project has been completed.

Complete the form in English. Note that the information may be edited before posting on our website.

Please email this report to jane@rufford.org.

Your Details	
Full Name	Joseph Kobina Daniels
Project Title	Illuminating the plight of vultures and advocating for conservation through stakeholder education and engagement
Application ID	44457-1
Date of this Report	30/10/2025

1. 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
Education of immediate stakeholders around sites of importance in Accra and Cape Coast				<p>We successfully trained participants 1,500 stakeholders from 10 schools and communities around vulture roosting and feeding sites. We, however, were unable to engage the 10 selected schools in Accra (we did not received responses from the schools). Changes in attitudes were immediately noticeable after the education campaigns.</p> <p>We also distributed 1,200 vulture stickers, 1,000 vulture branded exercise books, 240 vulture branded shirts, 50 flyers, 30 vultures of the world placard, a pair of binoculars, a water flask, and 2 caps and retained one large vulture awareness day banner.</p>
Spreading awareness on vultures through new and traditional media.				<p>We educated the broader Ghanaian public through one TV and three radio stations; we estimate to have reached 4,000 people at least through these media. Again, we were successful in educating the public about vultures and their importance while dispelling negative perceptions.</p> <p>We successfully launched a free educational website dedicated to vultures, with a focus on species found in Ghana: https://conservingvultures.netlify.app/. The site also documents our activities, provides information on vulture ecology and threats, and serves as an online resource for students, educators, and the public. The website did not cost anything to develop as it is a basic static website hosted for free on</p>

				Netlify and Github.
Celebration of International Vulture Awareness Day 2025 in Accra and Cape Coast.				We celebrated the September 6th itself in Cape Coast with the walk and durbar. We educated about 100 people directly on the streets, sharing vulture-branded stickers and shirts. Initially the IVAD event was to be held in Accra, but with the Accra schools failing to meet us for the first school engagement it became difficult to hold in in Accra.
Awareness creation through school's competition. Letters of winners were sent to presidency and parliament to consider conservation of vultures.				We invited submissions to our vulture writing competition from across Ghana. In the end, we awarded 35 participating students. We collaborated with Stephanie Nkansah of A Rocha Ghana and invited her to select the top three winners. We gave each student at least 8 vulture-branded books. The top entry received a binocular, a vulture placard, a vulture-branded shirt, 10 exercise books, and stickers. A letter each were addressed to the president of Ghana and the Speaker of Parliament. The speaker of Ghana's parliament recently came into the news after suggesting that parliament initiate a "Vulture awards" for corrupt politicians. Our letter was a way of informing him vultures actually help the society unlike corrupt officials.

2. Describe the three most important outcomes of your project.

a). Improved knowledge and perception of vultures among students and communities: Pre-education questionnaires revealed that many students viewed vultures as evil or harmful birds. However, post-engagement feedback and discussions showed a clear shift in perception; participants began to understand the ecological importance of vultures as nature's cleaners and recognized the need for their protection.

b). Nationwide awareness through media outreach: Through radio and television engagements, including an interview on Ghana Television (GTV) and sessions on three regional radio stations, the project reached thousands of listeners. These platforms allowed us to clarify misconceptions, engage callers directly, and highlight the threats vultures face. The media coverage amplified our message beyond the two main target regions.

c). Youth engagement and advocacy through schools' competition and IVAD celebration: The writing competition and the celebration of International Vulture Awareness Day in Accra and Cape Coast inspired young people to become active conservation advocates. Winning students wrote letters to the Presidency and Parliament calling for stronger protection measures for vultures in Ghana, giving youth a voice in national conservation discussions.

3. Explain any unforeseen difficulties that arose during the project and how these were tackled.

Junior Graphic Competition: We discovered that the Junior Graphic, which used to be a hard-copy newspaper, had transitioned to digital-only format. We were unsure if students within our target age range would have access, as most do not own phones. To address this, a team member suggested printing hard-copy flyers to distribute to 50 schools in Accra and displaying them on notice boards. We also liaised with teachers to share the digital version with students.

4. Describe the involvement of local communities and how they have benefited from the project.

Local communities have always been the focus of our project. Local schools and residents in close proximity to already identified sites in Cape Coast were engaged. We can estimate reaching around 1,500 students and stakeholders around these sites. We are happy that those immediately around sites are well on board with our aim and have pledged to help support vultures because they are now aware of the importance vultures provide them. This project primarily focused on interacting with communities through radio and television engagements.

5. Are there any plans to continue this work?

Yes, we plan to scale-up conservation education on vultures even more and try to reach out to other people in Ghana. I can confidently say the future of vulture conservation is bright, and although not yet confirmed by surveys, there appears to be a net positive effect on vulture populations in Cape Coast and Accra. The results are partly achieved by all stakeholders especially other conservationists like Sandra Goded and Joseph Kwasi Afrifa who are also scaling-up research in other parts of Ghana.

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

The report will be shared with the Rufford foundation and posted on their website. We will share links to the webpage to all schools we engaged. We will also post the results on our website dedicated to the project and vulture conservation.

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

Going forward I believe that we need to engage critical stakeholders particularly the Ministry of Education, who can change content of educational materials such that Ghanaian children learn about the importance of vultures. Additionally, laws should be enforced against perpetrators. I also see myself taking vulture conservation beyond the just education. In other parts of Africa, there are successful captive breeding programmes and vulture restaurant initiatives on public and private lands to facilitate vulture conservation. Recent research, also supported by Rufford found that adult vultures are unintentionally breaking their eggs by stepping

on it while they move around in nests. A positive program that could be initiated is the swapping of eggs with dummies then replacing the chick after it has hatched. This could reduce nest failures in a bird species that lays only one egg per breeding session.

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

Yes, we included the Rufford Foundation logo in both shirt designs we created, and on exercise books shared with students. We printed a large banner to celebrate IVAD day in Cape Coast that had the logo. All presentations made to schools showed the Rufford logo in the beginning as funders. We appeared on Ghana's official television (GTV) and other radio stations where we acknowledged The Rufford Foundation's funding and support.

9. Provide a full list of all the members of your team and their role in the project.

Joseph Kobina Daniels, the lead researcher, coordinated the whole project, sent relevant letters for all engagements, drafted all reports.

Samuel Tamekloe served as the field leader, particularly during the school education sessions. He was supported by Bridge Nkansah and Benjamin Bulley, who were brought on board to assist.

Andrew Coffie, was present as policy expert in all our interactions with traditional media. He also liaised with schools during the writing competition supported by Stephanie Nkansah.

10. Any other comments?

While preparing to visit the studio of Radio Central in Cape Coast we met a student who immediately recognised Samuel, as he had previously been to her school and approached us with excitement. This and all other reception and interactions we received throughout the project demonstrated that it was possible to change perceptions and attitudes towards vultures we have a step at a time. Many did not even know we still had vultures around, the host on GTV was surprised to learn we had several species in Ghana. Gradually we can change the negative perceptions about these marvellous creatures and help save them.

ANNEX – Financial Report
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