

## 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	
Your name	Raúl Ernesto Rojas Llanos
Project title	Valuing the Bolivian Southern Yunga's environmental services: Saving an important place for the endangered Alder Amazon's conservation
RSG reference	8016-1
Reporting period	July 19th 2010 to June 30th 2011
Amount of grant	£ 5945
Your email address	<a href="mailto:raulernesto77@hotmail.com">raulernesto77@hotmail.com</a>
Date of this report	August 2011

**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
Generate feelings of pride and belonging towards the Bolivian Southern Yungas biodiversity, using the Alder Amazon as a symbol species.			√	We achieved that the great majority of the communities located in the northern region of the Southern Yungas get to know and take ownership of our conservation campaign. As a result, the Quirusillas municipality promulgated the ordinance numbered 02/2010 declaring the species as a natural heritage and manifesting the municipality interest in the fight against the illegal capture and commerce of the Alder Amazon. At the same time, the municipality integrated the Alder Amazon as one of the main symbols in their coat of arms that represent nine local communities
Strengthen the transversal environment of the educational programme for the rural schools.		√		We obtained the commitment from the Quirusillas Municipality District Directorship of Education to jointly write a teacher's textbook on environmental education. With the participation of 35 teachers, significant progress has been made in the contents of the text book, however, due to the director's dismissal, the final manuscript is not yet authorised nor published.
Raised awareness of the student population from 9 different rural schools through festivals and puppet activities.			√	In spite of the delay on the schedule, more than, 400 students from 6 to 15 years of age, about 90% of the Quirusillas municipal student's body participated in the sensitivity activities.
Formed productive mothers' clubs to generate alternative income in order to better their livelihoods and sensitise them in the local ecological problems.			√	Trained and equipped more than 38 peasant mothers in the arts and crafts making. In addition, all these women participated in the nine environmental education workshops given in the Quirusillas municipality. Currently, the mother's club have sold more than 200 shirts containing conservation messages, setting aside 50% of the proceedings to purchase materials and continue the production.
Sensitised the community through environmental educational sessions suitable to all audiences		√		Implemented an educational tour in the municipal central plaza and broadcasted a radio commercial, elaborated in plain language to explain the importance of protecting the Woods of the Southern Yungas and how to avoid its degradation. Distributed 200 t-shirts, containing

				conservation messages among the local communities and the participants of the nine workshops. More than 94 adults participated in such workshops, representing only 50% of the number of participants expected.
--	--	--	--	---

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

One of the main problems encountered in the implementation of the project was the dismissal of the Quirusillas Municipality's district director of education, after 4 months, such position still remains vacant. In spite of the existence of a teacher's Environmental Education manuscript, it has not been validated by the corresponding authority. Currently, efforts are being made so the Regional Educational District, maximum educational authority in the Santa Cruz department, approves the manuscript. Another problem faced was the low participation of adults in the sensitisation workshops. We tackled this situation via the production and broadcasting of a radio commercial in a station with larger outreach. The radio commercial was focused in the importance of the ecological Southern Yungas, appealing to feelings of pride and civism towards the Tucuman Amazon Parrot, and informing of possible alternatives to avoid the degradation of the parrot's habitat.

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

a. Thanks to our perseverance of the importance to protect the species, the nine communal political leaders that make up the Quirusillas municipality, promulgated a municipal ordinance prohibiting capture, commercialisation and naming the Alder amazon a natural heritage. Such ordinance is the maximum legal decree that the municipality can dictate remaining permanent in its entire geographic jurisdiction, and it includes the prohibition of extraction, gathering, transporting, and commercialising of adults and chicks' parrots. As well as, cutting *Podocarpus* and alder trees which are essential resources for the species nesting and feeding.

b. Our work in the communities, mainly with politicians, women, and students, led to the understanding of the interdependence between men and wood, and awakened a sense of belonging towards the species and the woods of the Southern Yungas. As a proof of this understanding, the municipal council in consensus with the community leaders, ordered to include in their coat of arms symbols reflecting the species and their landscape, such as the cloudy mountains, rivers and lakes. With this action, the municipality recognises the importance of the natural resources, like the water and the Alder Amazon as a species representing them.

c. Set up a 38 peasant Mother's Club equipped and capacitated them in the crafts making. Presently, they already produced and sold a batch of t-shirts, reinvesting 50 % of the earnings to continue the production. A highlighting fact is that the Mother's Club adopted the species as their logo; therefore, every single garment produced will contained the Alder Amazon in the label.

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

All Project activities were concentrated and had full participation of the local communities. Politicians, school authorities, teachers, students, communal leaders, peasant mothers, and adult men participated in the sensitisation activities, structuring of the educational textbooks, and training in crafts making. The enactment of laws in favor of the conservation of the Alder amazon and its habitat, as well as developing feelings of pride and belonging of the communities towards the biodiversity, will decrease pressure over key resources such as water flows that benefit the entire community peasants. In the medium term, we expect that these positive changes will be reflected in an increase of the Alder Amazon population, which in turn, by having specific ecological requirements for the Southern Yungas, will serve to measure the general state of the woods. On the other hand, the Mother's Club creation has had a very positive impact in their livelihoods betterment and in raising the members' self-esteem. If we manage to consolidate a market for the produced crafts, we believe that in the medium term the restoration of the Southern Yungas in the northern part will be evident. Especially because the women's club influence the behavior of the family environment and directly connect personal progress with the conservation of the species.

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

Although important results have been generated in terms of regulations and raising awareness in the communities' conservation conscience, it is imperative to continue spreading the results to the entire geographic area, and to insist the inclusion of the environment educational textbook in all the schools. Another future challenge is to diversify and open a sustainable market for the craft's production. Equally important, based on the landed success, and experience learned, we plan to reproduce these actions in at least 5 other key Alder amazon conservation places throughout the distribution range of the Bolivian Southern Yungas.

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

An important factor in the search of a sustainable market for the Mothers' Club crafts is to publicise the conservationist approach in a local, national and international level. In this respect, we gave two interviews in local television channels, published an article in the Armonia Civil Association's newsletter, and are currently writing a chapter to be published in the book titled "The birds' conservation state" of the same organization. We received an invitation to write an article about the work done with the Mothers' Club from the Spaniard magazine "Hablemos de Loros" which stands for "Let's talk about Parrots". Additionally, by the Mother's Club initiative, every produced article will have a label containing a message related to the importance to the conservation of the Alder Amazon and the woods of the Southern Yungas.

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

The Project lasted 12 months, from July 2010, to June 2011. It took 4 months more than the estimated time, due to the problems encountered by the dismissal of the District Educational Director. We were unable to accomplish our activities of schools' socialization, and develop the textbooks in coordination with the teachers, on time. Without such inconvenience, our 8-month time frame would have been enough to finish the 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
Car rental; 16.6 X day, 60 days	996	950	46	In budget
Fuel	0	46	-46	Insignificant change
Accommodation, 3 people for 60 days	288	266	22	In budget
Food, 4 people at a cost of 1.9 per day for 60 days	456	600	-144	Insignificant change
Per Diem / volunteers and supporters for 2 people, at a cost of 2.5 per day for 60 days	300	250	50	In budget
Municipal Coat of Arms It is intended to make three models	50	50	0	In budget
Shirts, we will design a total of 150 T-shirts	435	500	-65	Insignificant change
50 Puppets, stuffed animals that have the Alder Amazon	60	100	-40	Insignificant change
3 workshops with educational authorities and teachers to produce educational textbooks	150	120	30	In budget
Printing of 100 copies of educational materials for teachers	200	0	200	This expense will be covered by the Quirusillas Municipality due to the delay in the printing of the textbook approval.
Educational Paths for parrot nesting areas, consisting of 10 signs,	150	125	25	In budget
9 school Festival	250	230	20	In budget
9 Puppet Shows	180	150	30	In budget
9 workshops for making crafts	360	400	-40	Insignificant change
Communication	30	50	-20	Insignificant change
Office supplies	60	60	0	Insignificant change
Accident Insurance	40	67	-27	Insignificant change
Coordinator for 8 months, with a salary of 175 month for 8 months	1490	1490	0	In budget
Field assistant for 8 months with a monthly salary of 56.25	450	410	40	In budget
<b>TOTAL</b>	5945	5864	81	This amount is designated to the printing the teacher's educational textbooks.

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

The Woods of the Southern Yungas located in the Santa Cruz Department represent the northern end of this ecoregion and the Alder Amazon distribution. Many populations of this species, have been registered near of agricultural communities, causing a high pressure to the critical forest resources of which the species depends, and reflecting in the decrease of this endemic parrot.

In spite of the good results of our project generating a conservation conscience in the agricultural communities, plus the enactment of regulations to preserve natural resources, it is important to emphasize that our work was a restricted pilot test done in a small geographic area of the Southern Yungas. In the near future, taking the Alder Amazon as a flagship species, it is important to replicate these actions in all the key determined conservation ecosystem sites. Complimenting this initiative with the implementation of plans to manage sustainably the natural resources, and in turn will gradually lower the pressure on the resources of the threatened ecosystem and increase the intrinsic value from the communities.

**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?**

Yes- the RSGF was used in Mother's Club designed t-shirts, which were later delivered to the peoples of the Quirusillas municipality during the environment educational campaign, was used in the elaboration of for the signage of the Educational Paths for parrot nesting areas, At the same time, the RSGF logo was shown in all the presentations and sensitisation workshops.

**11. Any other comments?**

In spite of the problems encountered during the Project implementation, the objectives were achieved reasonably. It is important to highlight the achievements made in generating ownership from the communities with respect to the conservation messages used during the campaign, besides the initial success of the Quirusillas women's productive association. Thanks to RSGF for the financial support that materialised this initiative.