

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	Pablo Garcia Borboroglu
Project title	The Global Penguin Society: penguin advocacy for the ocean.
RSG reference	64.12.09
Reporting period	Sept 2010 – May 2012
Amount of grant	£25,000
Your email address	pgborbor@cenpat.edu.ar
Date of this report	15 June 2012

1. Please indicate the level of achievement of the project's original objectives and include any relevant comments on factors affecting this.

2.

Objective	Not achieved	Partially achieved	Fully achieved	Comments
1. Build an international science-based conservation coalition			√	
2. Create the IUCN Penguin Specialist Group		√		
3. Assist in the organisation of the International Penguin Conferences			√	
4. Update and compile the information on all penguin species distribution, abundance and trends			√	
5. Design a Global Penguin Conservation Strategy			√	
6. Write a Book containing issues detailed in items 4 and 5			√	
7. Collaborate and formulate advice for governments			√	
8. Work through local partners with communities			√	
9. Design effective communication strategies			√	
10. Promote and help consolidate marine conservation initiatives			√	

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

4.

The creation of the IUCN Penguin Specialist Group was an idea that needed discussion and time to evolve. The original idea was to have a recognised group of researchers reporting the state and conservation needs of penguins with the backup of IUCN. Birdlife was originally not sure about it. We could have created it but we wanted this key international stakeholder to buy in the idea, be part of it and support it so we could work closely in the future. We finally convinced them of the need for this group and they agreed to help create it.

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

- New Book called Penguins: Natural History and Conservation. It will be a remarkable product and a longtime contribution for science, conservation and awareness of the international community. The effort made is reflected in the quality of the content. This product is a symbol of the integration we wanted to achieve within the penguin conservation world.
- South Africa Government invited us to contribute in the Management Plan of the endangered African penguin. They also asked us for permission to use our book chapter on that species for the Plan base document.

- Outreach: a) Design and launching of our website. We have visitors from 71 countries; b) Fourteen newspaper articles including *The Washington Post* and *The Boston Globe* (U.S.A.), *Frankfurter Allgemeine Zeitung* (Germany) , *Folhas de Sao Paulo* (Brazil), *Clarín, Jornada, Diario de Madryn* and *Chubut* (Argentina). Six interviews on national and regional TV stations and several radio programme participation; c) Five scientific papers were published in international journals; and d) School trips to penguin colonies in Argentina and in South Africa. Only 15% of the kids had visited the penguin before.

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

The project involved local stakeholders in the design and implementation of management guidelines for penguin colonies. This local participation and oversight of wildlife that is broad based was essential to sustain the resource, particularly in areas where there are no funds to enforce rules.

Involvement of local stakeholders in these processes increased their sense of ownership and commitment to species and local areas, obtaining greater public support to improve decision making and implementation.

Ecotourism is an important source of incomes for local and regional economies. The possibility to design a scheme to operate a touristic operation that generated incomes for local people and meanwhile allow affording protection for the penguins, was a win-win situation in a developing country.

Working directly with the kids and communities that coexist with penguins was one of the highlights of this project. Giving talks and lectures to educate them was critical to see a change in their perspective towards wildlife that surrounds them. Unmistakably, taking them to visit penguin colonies was a tremendous contribution to make the next generation value penguins more.

We did our very best to communicate our findings and concerns to the regional, national and international community. We used our website, facebook, newspapers, TV, radios, general talks and lectures, presentations and organization of Congresses, Meetings, symposiums and talks in other organizations such as Pew Headquarter office in Washington DC and the University of Washington, the National Patagonian Research Center and the local University in Patagonia, Argentina. Hundreds of people listened to our message and that has a multiplicative effect.

5. Are there any plans to continue this work?

Educational activities: This project allowed us to expand and replicate our activities in some countries where penguins occur. We still need to strengthen our activities there and to replicate it in other countries. For instance, our educational programme is mostly focused in South Africa and Argentina, but we want to expand it to Chile, Peru, Ecuador, Uruguay and Namibia.

Global approach: We plan to keep on consolidating GPS as a higher-level entity with an international profile that can generate impact on decision at national and/or local levels. This is very important in cases like the ones we dealt with: illegal trade of penguins or building of thermal plants in key breeding areas, collaboration in management plan design, etc. Working internationally requires extra expenditures compared to more local focused projects.

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

We did that through technical reports to governments, popular articles, participation in TV and radio programmes, our website, offering courses and lectures. We are very committed to assure that scientific data is not only available in scientific journals.

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

The RSG Continuation Grant was used for a 20-month period. This is a long-term project but this grant was absolutely instrumental and helpful since it came at a key moment where we needed to expand our activities internationally.

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
Fuel, truck and boat rental	2500	2750	-250	
Field subsistence	2330	2500	-170	
Desk computer	2000	0	+2000	I decided to split these funds and use it for travel and workshop items
Communications (phone, internet, stationery)	550	500	+50	
Workshop/meetings	3900	4900	-1000	I used half of the computer funds here
Salaries and consultant fees	6200	5900	+300	
Travel	3100	4100	-1000	I used the other half of the computer funds here
Publications (Book, web site, media)	4420	4370	-50	
Total	25000	25020	-20	

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

International Campaign: We are working intensively to promote a global penguin campaign with achievable and measurable goals with significant impact on penguin populations. It could be a campaign with multiple objectives based on specific species or focusing on areas that engulf several penguin species.

Simultaneously, there are several steps that are very relevant to continue this project:

- Organise regular (annual) encounters of the Global Penguin Society Steering Committee.

- Support the IUCN Penguin Specialist Group (PSG)
- Collaborate and formulate advice for governments.
- Empower local communities through engagement and training: Involve local stakeholders in management actions, train communities in sustainable activities
- Design and implement communication strategies: Broadcast penguin science and conservation messages, Organise schools' trips to visit nearby penguin colonies, Donate books to poor school libraries and low income family kids in South America and South Africa
- Generate knowledge and implement conservation strategies: Foster designation of protected areas, Determine Magellanic penguin migration pathways and oceanic wintering areas,

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 RSGF was included in all our presentations and mentioned in all our broadcasting activities and public events. It is also in our website.

Moreover, I always talk about RSGF in meetings or interviews as an example of how important it is a long-term support to achieve some conservation and research goals. Some scientific evidence requires a minimum amount of years to be found. Also, some goals may require years to accomplish as only over time can we achieve social and political support in some countries. RSGF provides the means to be persistent and be able to see and measure the impact of our projects.

11. Any other comments?

None.