

## 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](mailto:jane@rufford.org).

Thank you for your help.

**Josh Cole, Grants Director**

Grant Recipient Details	
<b>Your name</b>	Nguyen Phuong Lan
<b>Project title</b>	Building the 'Let birds free' campaign to raise awareness among local schoolchildren and communities (second phase)
<b>RSG reference</b>	10538-2
<b>Reporting period</b>	1 September 2011 to 31 August 2012
<b>Amount of grant</b>	£5984
<b>Your email address</b>	<a href="mailto:Phuonglanhanoi_am@yahoo.com">Phuonglanhanoi_am@yahoo.com</a>
<b>Date of this report</b>	6 September 2012

**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
To launch a series of educational programmes			X	A total of 12 different educational programmes have been conducted at eight secondary schools within four provinces around Hanoi including Ha Nam, Hoa Binh, Vinh Phuc and Hung Yen with the joining of 800 schoolchildren.
Establish a campaign "Let birds free" at the identified provinces			X	Eight small campaigns have been carried out at four selected schools and two large scale campaigns have been implemented at Vinh Phuc and Hung Yen provinces. A total of 800 schoolchildren, 60 teachers, 15 volunteers from Vietnam Birdwatching Club, two experts from Institute of Ecology and Biological Resources, 25 people from local authorities and six journalists have joined the campaigns
To raise awareness among local schoolchildren and communities			X	Awareness of schoolchildren and local communities has been raised remarkably. All the participants have signed the commitment named "No to consuming wildlife products; No to keeping wild birds in cages".

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

Many schoolchildren wanted to join and extend the programme. Many local biology teachers wanted to be trained in order to improve their knowledge on the wildlife conservation. We have contacted with some experts from Hanoi National University and Institute of Ecology and Biological Resources asking for their helps to have further training for local biology teachers. Those teachers have been included in the wildlife protection network later on.

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

- "Love nature club" has been set up with full of management board and regulations at every province.
- Hotline for wildlife and birds protection has been set up and run
- To date, 800 schoolchildren, 60 teachers have joined our activities and signed the commitment named "No to consuming wildlife products; No to keeping wild birds in cages"

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

During the campaigns we have invited key persons from local authorities, the management board of the markets where they sell the wild birds. We have provided them with the most updated information about the importance of nature and wildlife species as well as all related law (biodiversity law, CITES). Particularly, we have also provided them some information about the avian flu and some other potential diseases which may get because of wildlife trade. Some key local authorities have invited to give speech during the campaigns.

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

- Looking for more financial support.
- We plan to expand these activities to all secondary schools within four identified provinces.
- We will try to maintain the hotline on the wildlife protection and “Love nature club” in the schools.

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

The seminars will be held to show the results and project’s lesson learns at four provinces and all schools. The final report will be sent to the donor and published in the website, related International and local organisations, local authorities such as Wildlife at Risk, Traffic International, and Birdlife International in Indochina, WWF, FFI, WSC, IUCN, Forest Protection Department, Hanoi National University and Vietnam Birdwatching Club.

The results will be also sent to some local papers, radio with the purpose of being popularised to the local communities.

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

No.	Activities	Proposed	Actual
1.	Purchase of equipment	September 2011	On time
2.	Training for team members	October 2011	On time
3.	Setting up the groups of schoolchildren. Designing and printing campaign posters and leaflets	November, December 2011	Late for half month as the printing problem
4.	Second phase of campaign activities. Publishing the campaign’s commitment pamphlet.	January to June 2012	On time
5.	Reporting and delivery	July and August 2012	On time

**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.**

(All in £sterling, £1 is equivalent to 32,000 Vietnam Dong)

Item	Budgeted Amount	Actual Amount	Difference	Comments
<b>Pre-campaign</b>				
Equipment (Computer, digital camera, speakers)	700	600	+100	We have used some speakers and camera from the first grant.
Posters and leaflets, hats (1000 for each)	1,000	1,250	-250	We have to print more leaflets and hats as more participants were joined in the campaigns than our planned. The printing fee was higher than estimated
Training for team members and school groups (consultancy fee, per-diem for participants)	600	600	0	
Communication (Post, Fax, Telephone) and stationary	180	164	+16	
<b>Campaign</b>				
Per-diems for participants (4 groups x 30 persons x £3 x 6 times)	2,160	2,500	-340	There were more participants, journalists, key persons from the schools, organisations and local communities joining the campaigns than we expected
Allowance for journalists, key persons from schools, organisations and local communities.	300	300	0	
Communication (Post, Fax, Telephone)	200	200	0	
<b>Post-campaign</b>				
Communication (Post, Fax, Telephone)	150	150	0	
Printing and delivery (Report, Photographs, Commitment, etc.)	150	220	+30	
10% contingency	544	544		We have to use this for the above contingency items.
<b>TOTAL</b>	<b>£ 5,984</b>	<b>£ 5,984</b>	<b>0</b>	

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

- Running of the "Love nature club" and hotline within the school will be a very important activity to attract more schoolchildren joining the nature and wildlife protection.

- Maintaining the campaigns periodically so that more schoolchildren and teachers can get a clearer awareness.
- Keeping close contact with related organizations to update information on the monitoring system of wildlife trade in the city such as Vietnam Birdwatching Club, WCS and Traffic International.
- Provide the recommendations to the local authorities in order to strengthening the related laws and regulations on wildlife protection.

**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, we have used the RSGF logo in our every training's documents, seminars, presentations and during our campaigns.

**11. Any other comments?**

More campaigns and activities should be carried out in the future. This kind of activities should be included as a part of the biology subject.

We special thank to Rufford Small Grant, Vietnam Birdwatching Club, Hanoi National University, Institute of Ecology and Biological Resources, CITES office and local authorities for supporting us.