

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.

Thank you for your help.

Josh Cole, Grants Director

Grant Recipient Details	
Your name	Joshua Wambugu
Project title	Enhancing conservation education using nature-based films shows to local schools and communities living adjacent to the Ol Pejeta Conservancy, Kenya
RSG reference	14895-1
Reporting period	February 2015 – February 2016
Amount of grant	£4995
Your email address	joshua.wambugu@olpejetaconservancy.org
Date of this report	7 th April 2016

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
<p>Enlighten and trigger young learners and local communities' eagerness to appreciate and care for nature.</p>			✓	<p>This was the key project objective and was well achieved through the interactive forum during screening of nature films and documentaries to the selected schools and local communities. The interactive forum ignited the dialogues on wildlife and conservation issues particularly on the knowhow about the diversity of wildlife. Further, understanding the wildlife behaviours and interest ecological roles in the ecosystem balancing.</p>
<p>Enhance awareness creation by encouraging wildlife conservation related initiative/activities such as tree planting in schools and community areas.</p>			✓	<p>The project initiated a tree planting culture in schools and in local community areas. The tree planting was done in satellite schools such as Njoguini, Sweetwaters, Wathituga and Irura primary schools just a few to mention where the tree seedlings were sourced from some school and local community members tree nurseries. In promoting survival of the planted trees each school through the environment/wildlife clubs to take care of trees. The project further helped in making of bird feeders by encouraging recycling of readily available materials e.g. old tyres, plastic bottles.</p>
<p>Facilitate with themed talking compounds within schools and in selected local shopping/trading centres with murals on building and walls.</p>		✓		<p>In creating a reminder to young learners and local communities, the project facilitated the designing of four different themed posters in collaboration with teachers addressing on human-wildlife conflicts, water conservation, stakeholders roles as agent of change. The four set of posters were distributed in every school visited.</p> <p>To draw wall murals the project borrowed the same themes and in particularly the murals depict the role of everyone in taking care of environment as 'agent of change' done at the Sweetwaters and Njoguini primary schools. Unfortunately, the project hoped to do mural on local trading centre but the building owners were on the mentality that we have to pay them first to draw on their walls which was not</p>

				factored in the budget so abandoned the initiative on the trading centres thus partially achieved.
Strengthen existing and establishment of environmental clubs by initiating club patrons' network.			✓	The project helped particularly in strengthening the environmental/wildlife clubs in all the schools. The good news all schools visited had an existing club some active and others dormant which the project encouraged the teachers/patrons to rejuvenate the clubs. Further, project initiated the schools' club network by sharing a common contact list to all school clubs patron's/representatives as an avenue to share their experiences.

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

The project target and hope was to have all the school population in every school to participate in the films/documentaries showing but this wasn't the case due to different school learning programme and approaches, most school restricted number of pupils/students. We managed to get a solution to try and have as many target audience participate by visiting schools during afternoon hours utilising the break time after lessons which at least increased the number of students. Some schools were able to have the total population take part.

The 1 month plus countrywide teachers' strike to air their wage increment from the government disrupted the school visiting schedule. The difficulty part was the strike was in the final academic terms which meant tight schedule for schools to recover particularly for the candidates for their final exams. The project was able to do a crush scheduled programme in January to try and cover as many remaining schools as possible.

The project targeted to have wall murals in selected local trading centres but this was halted by the owners demanding for pay to permit for murals done in their building which had not been factored in the budget.

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

Increased awareness and participation: The young learners and local communities have been equipped with knowledge about wildlife conservation, environmental issues and their values. A positive perception and attitude toward wildlife has been instilled in them as a best way to encourage them to appreciate, safeguard and protect wildlife. The curiosity and eagerness amongst the audience to know and discover more witnessed during the film shows was excellent measure of appreciation of the project and its impact.

Advanced outreach to unprivileged audiences: The project reached many local schools and communities that may have never had a privilege of such conservation education initiative of bring wildlife and their stories. The reaching out gave many of young learners at least to see wildlife through the visual aid which they only see in pictures on their text books. For the locals they were

happy to understand the wildlife behaviour in understanding different conservation challenges especially human-wildlife conflicts.

Multiplier effect: Through the project many school going children and mostly their parent (who are part of local community members) got a feel of the conservation education outreach. The actual participation in the project by hundreds of children in the environmental activities such as making bird feeding tables, tree planting and interpreting thematic posters and writing environmental stories. The experience from the education initiative created a wide reach effect.

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

The project target was local communities living adjacent to the Ol Pejeta Conservancy, Laikipia County using schools as an entry point to reaching out to young learners while for local people engaging Ol Pejeta's Community representative. Apart from their participation in the film shows, the young learners (pupils/students) and local people were involved in tree planting. The community members especially two women groups benefited from purchase of the 1000 seedlings from their tree nurseries.

The project engagement with the community representative was a great level of local communities' involvement to network with the larger community members. The formation of the environmental/wildlife patrons and representatives network was a milestone benefit since through the network they can share and engage in conservation education activities.

5. Are there any plans to continue this work?

Basically, the work is still on-going since conservation education/outreach is a key component in the conservancy vision to enlighten, educate and create awareness to the young learners, local communities and general visitors. The mini-mobile education equipment's are serving this purpose. In addition, following up with the contact club patrons/representatives on the survival rate of the tree planted in schools.

Also for continuity, we will apply for the RSG second grant to help in upscaling the conservation education and particularly providing opportunities for young learners and local communities a practical and real visit into the conservancy for WILD CLASS experience from the visual experience.

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

We have had a continuous sharing of the project progress and results. Previously, a comprehensive article on the project progress was shared on our website. Here is the link on the same; <http://www.olpejetaconservancy.org/wildlife-documentary-screenings-engaging-young-conservationists/>).

The result has been shared with the supporting organisations. Laikipia Wildlife Forum in particularly has put up an article titled, "Conservation Education in Laikipia" highlighting the project impacts to the target audience factoring the partnership initiative to ensure the success of the project. The article was on the Forum page on The County Times (January 2016 Issue) which is a local daily newspaper produced and circulated around and beyond Laikipia County.

The Laikipian – a local organisation communicating conservation messages through comic stories have included the human-wildlife conflicts depicting poster in their comic publication which will be distributed to schools. We plan to take advantage of any possible avenues that will provide a platform of sharing the conservation education impacting results from the RSG funded project.

Recently, i.e. in March 2016 we had a chance to share the project results with local administration from Laikipia County i.e. the Governor, Water Director, County education officer among other personnel. This was during an opening of classroom block at Njoguini Primary School where we did the wall mural. The whole concept was fascinating to all (See photos attached).

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

The RSG grant was used for the entire 12 months i.e. February 2014 to February 2015 as per scheduled project period.

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
Vehicle running cost (Fuel/gas, maintenance and servicing)	£2,800	£2,530	+£270	The cost changed due to unseen expenses, also within the amount some money was used to cater for subsistence/token to the conservation intern for assist in facilitating the programme.
Mobile Education Unit Audio visual				
i. Projector	£330	£523	-£193	The difference from the actual budget purchased the projector screen. This was vital tool as some of the venues of the film shows were done on open halls and for picture clarity the screen was more resourceful as compare to the anticipated white cloth.
ii. Speakers	£65	£190	-£125	The budget adjustment to purchase audible and portable speakers + stand best suited in regard of voice range and clarity for the large outdoor or hall communities forums.
iii. DVD Player	£65	£55	+£10	The DVD player cost was less with £10
iv. Generator and maintenance	£435	£450	-£15	The generator cost was slightly high with £15
v. Cameras	£200	£200	£0	

Making 50 Bird feeders	£35	£35	£0	The four budget items were as planned as per budget estimate.
Tree Planting (target 1,000 seedlings)	£500	£500	£0	
Designing and production of educational posters on local environmental issues	£325	£325	£0	
World celebrated day competition (Assorted awards, Education centres booking fees and Meals)	£240	£0	+£240	This was never happened since Laikipia Wildlife Forum didn't organise competition as expected.
Project administration (Bank charges and communications)	£0	£187	-£187	This was not factored in budget estimate and came up as contingent cost.
TOTAL	£4,995	£4995	£0	

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

The next steps are to ensure the eagerness and ignited conservation education mantle continue with follow-up schedules whilst liaising with teachers and community representatives particularly to ensure the success rate of all trees planted.

Continue to work with the network created from the project i.e. from young learners to teachers, communities to local administration and with conservation organisations to ensure that the working network is not just maintained but broadened to keep the conservation education initiative growing strong.

Initiate the project concept writing with keenness to apply for the second grant with focus of using OI Pejeta Conservancy as platform to educate local communities about wildlife – 'Wild Class Initiative'.

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 logo was used in the materials produced including the themed posters previously shared in the November progress report. The logo has also been used to brand the wall murals. Across the articles, the RSGF has received valued publicity particularly appreciating the key funding role in ensuring the kick starting and completion of the project. Further, the logo was used and RSGF received publicity during the introduction forums with OI Pejeta Community representatives and teachers.

11. Any other comments?

In general, the project was highly and positive received by all the audiences we interacted with. It was an eye-opener to many of the audience in appreciating and understanding the complex aspect about wildlife and conservation.

As a Project team leader, am grateful of the support from the partnering organisations and more in particularly Rufford Small Grant Foundation for granting the much need funds for this noble initiative. We hope to be successful on the next application i.e. 2nd RSG