

The Rufford Foundation Final Report

Congratulations on the completion of your project that was supported by The Rufford 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	Elizabeth Campbell
Project title	Developing a community-based tourism program focused on the ecosystem services of the Yarina lagoon in the Peruvian Amazon
RSG reference	18323-2
Reporting period	29 March 2016 – 27 March, 2017
Amount of grant	£5000
Your email address	elizabeth@prodelphinus.org
Date of this report	April 1 st , 2017

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
Develop a tourism circuit				A tourism circuit was developed with
Evaluation of cultural ecosystem services				Tourism decreased in the project site, this made it difficult to find and interview national and international tourists.
Community outreach and results dissemination				

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

Construction work at port: Before and for the duration of the project, the municipality of Yarinacocha and the Ministry of Culture and Tourism are building a pier and walk-way at the Coronel Portillo port. The construction was supposed to last a year, but has been delayed. Tourist boats, restaurants and souvenir stores have been moved from the port to the Restringa area. The Restringa area is further away from the main plaza in Yarinacocha and is difficult for tourists to access (rough dirt road, frequently inundated with heavy rain, not accessible by taxi motorbikes). The area close to the construction site was noisy and dirty, making a tour around Yarinacocha this reduced the number of tourists in the area, as well as the number of boat operators. Many picked up additional jobs in the city. The construction made survey collection, talking to boat operators and artisans difficult. We could work around these difficulties by spending more time at Restringa, and by communicating by phone with boat operators and artisans before we were in Yarinacocha. By doing this we guaranteed attendance to our meetings and workshops.



Figure 1. Left: A *Sotalia fluviatilis* observed in Yarinacocha lagoon, construction work done in the background. Right: The bridge to the Restringa port inundated, restricting access to tourist boats, restaurants.

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

a) *Develop a tourism circuit*

We successfully developed a tourism circuit with tour boat operators and local artisans from the San Francisco native community. This entailed the production and design of an educational field guide of birds and mammals of Yarinacocha, and building a website with the services this project offers.

We identified four artisans, three that have been committed to the project. We had five meetings with artisans in San Francisco community, Yarina and Lima city. These meeting discussed conservation status of river dolphins, possible designs related to river dolphins, progress meetings, venues to sell products as well as economic formalization. We came up with three final designs that would be sold as part of the



Figure2. Design of wrap skirt in three different colours

nature tourism circuit. The first is a wrap skirt, dyed with wood, made with cotton (**Figure 2**). The second was a larger textile that is first drawn, then dyed and finally some parts are sewn to add colour (**Figure 3**). This second design involves more work, is more expensive and is only produced by order. The final design was the most successful. These handmade, wooden dolphin figurines are carved from leftover or recycled wood into dolphins or manatees (**Figure 4**).



Figure 3. Leonida with river dolphin themed decorative textile in its early development stages



Figure 4. Wood artisan, Nemesio, with river dolphin carvings

They were designed in two sizes: small (15 cm/6 in) and medium (22 cm/8.5 in). These artisans will continue to sell river dolphin souvenirs as part of the tourism circuit, as well as web listings ([Website](#), [Etsy](#)).

We also identified and worked with boat operators from Yarinacocha city. The project worked with 10 boat operators throughout the year. Four workshops with boat operators talked about the following topics, in order: Project presentation and



Figure 5 Final workshop with boat operators in Restringa port.

a review on our past RSGF project results, River dolphin ecotourism in the Amazon, Yarinacocha bird and mammal information, Future of tourism in Yarinacocha.

Boat operators were also part of the design and content of the field guide brochure of birds and mammals of Yarinacocha (Further discussed in Point 10). This final workshop was more of a round-table discussion of what they thought could be developed in

Yarinacocha to further develop tourism in sustainable way and we talked about their services

being offered on a website (**Figure 5**). By accessing the website, Yarinacocha visitors



Figure 6. One of four river dolphins found stranded in Yarinacocha. This is a juvenile Amazon River dolphin (*Inia geoffrensis*)

can e-mail boat operators and schedule a tour, as well as discuss special interests and cost ([Website](#)). Boat operators also formed a stranding network "Kushushka Kuiranai" (In shipibo language, Dolphin Rescuers) that reports dolphin strandings in Yarinacocha to team members and responsible local government agencies. Because of this, we have been able to build a database with reported strandings in Yarinacocha (**Figure 6**).

b) Estimate the value of cultural and ecosystem services

We designed a survey and surveyed tourists in Yarinacocha. We found that tourists were hesitant to give out economic information, possibly because they were scared that it was a security threat while in Yarinacocha. We also had difficulty finding tourists, we expected to find them close to the plaza and port but because of the construction we believe that tourists preferred to be in quieter areas. We successfully interviewed 16 tourists, most of which were local tourists. Of these, we found most were on business travel (56%), stayed 2-3 nights and had a low interest in visiting Yarinacocha, did not know about river dolphins in Ucayali. This shows that tourism in this area is not fully exploited and still has potential. If most of the tourists were on a short visit, Yarinacocha is an ideal place to visit being only 15 minutes away from the airport and main Pucallpa city plaza. After the field trips were completed, we



Figure 8. Children from the San Francisco Native community elementary school cutting and building their river mammal cut-outs.

revised the survey to modify questions that were not answered by tourists or they were hesitant to reply to. We expect to continue gathering data to have a more complete ecosystem services analysis.

c) Results dissemination

We had a total of six presentations on river dolphin conservation in Peru. Three of these were in primary schools, in the San Francisco community, in Pucallpa city and in Lima (**Figure 7 & 8**). We discussed interesting

facts of river dolphins, cut and build two aquatic mammal figures (**Figure 5**) and finalized the presentation with a compromise from each student towards environmental conservation. A total of 59 students learned about river dolphin conservation. A fourth presentation was given to undergrad students from the Universidad de Alas Peruanas in Pucallpa city. Fifteen students that were studying



Figure 8. Presentation at Sollertia School in Pucallpa, Ucayali

tourism, veterinary medicine or environmental sciences learned about our past and present projects with river dolphins in Yarinacocha and were invited to participate as volunteers.

Local and national government officials also received information of the project in



Figure 9. Meeting in Santa Cruz, Bolivia with regional experts to discuss future river dolphin conservation projects.

August 2016. We presented results from the first RSGF project and preliminary activities of this project in a 2-day workshop focusing on river dolphin and Amazon manatee conservation in Iquitos, Loreto. This workshop had 40 attendees. The objective of this meeting was to include our results and develop Peru's river dolphin management plan. The project's aims and results were also shared at an international meeting held in Santa Cruz, Bolivia with river dolphin experts from Bolivia, Ecuador, Brazil and Colombia (**Figure 9**). Each country presented research and

projects that are being implemented and we discussed future collaborations.

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

The local communities were the core of this project, as boat operators and artisans are the leaders of the tourism circuit. One of the expected outcomes of this project was an increase in profits by tourism. Although this was not fully achieved because of external reasons, we do expect that when the pier is fully constructed, tour boat operators and artisans will have an increase in profits. This will economically beneficial.

The community benefitted by increasing knowledge on species they frequently see, but do not know much about. Younger children benefitted by learning and feeling connected to their local biodiversity. During outreach activities, the team met with a total of 134 people to both introduce and discuss the project or to give information on river dolphins.

5. Are there any plans to continue this work?

Artisans and boat operators will continue to work in the tourism sector, by offering the tourism circuit we developed and selling wood carvings and textiles related to Yarinacocha fauna. We expect the tourism sector to increase when the construction of the pier is finalized. The project's website will continue to work. Team members will also maintain communication with project participants.

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

The project's results will be shared in a summary report that will be given to government agencies participating in the project. As Peru is finalising the development of an Amazon River dolphin national management plan, it is important that they include any conservation effort related to river dolphins in their database. Local community and the public will be able to learn about the project and read its results on the projects website. This website will be maintained and updated by team members.

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

The duration of the project was as expected, it began March 2016, and was finished by the end of March 2017.

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
Travel & Lodging	3330	3980	+650	Airfare to Amazon region became more expensive, we calculated it would be £120 per trip, per person. It was approximately £185.
Supplies & equipment	760	460	-300	We bought one camera and one GPS instead of three. This was given to the tourist boat association to be used by all members. We decided this was more appropriate as the number of boat operators in the final group was smaller than initially planned.
Printing & education	730	413	-317	Room rentals were given with no charge for workshops.
Communication & Report dissemination	180	50	-130	Results dissemination was in person, in workshops and by e-mailing results in summary formats.
TOTAL	5000	4903	+97	Extra money will be used to maintain website and online product listings.

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

River dolphins in Peru are understudied, more so in southern Amazon basin. Density estimations could be expanded to lagoons and the main Ucayali River where population estimates have not been made. There is also a void of information on fishery interactions in southern Ucayali that could be important to river dolphin conservation.

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

We produced three educational materials (**Figure 10**). For outreach activities, two cut-out shapes of an Amazon River dolphin and an Amazonian manatee, for the participating tour guides a field guide with information on mammals and birds of Yarinacocha to hand out during tour circuits, and to survey participants a sticker in the shape of an Amazon River dolphin and information on the project.

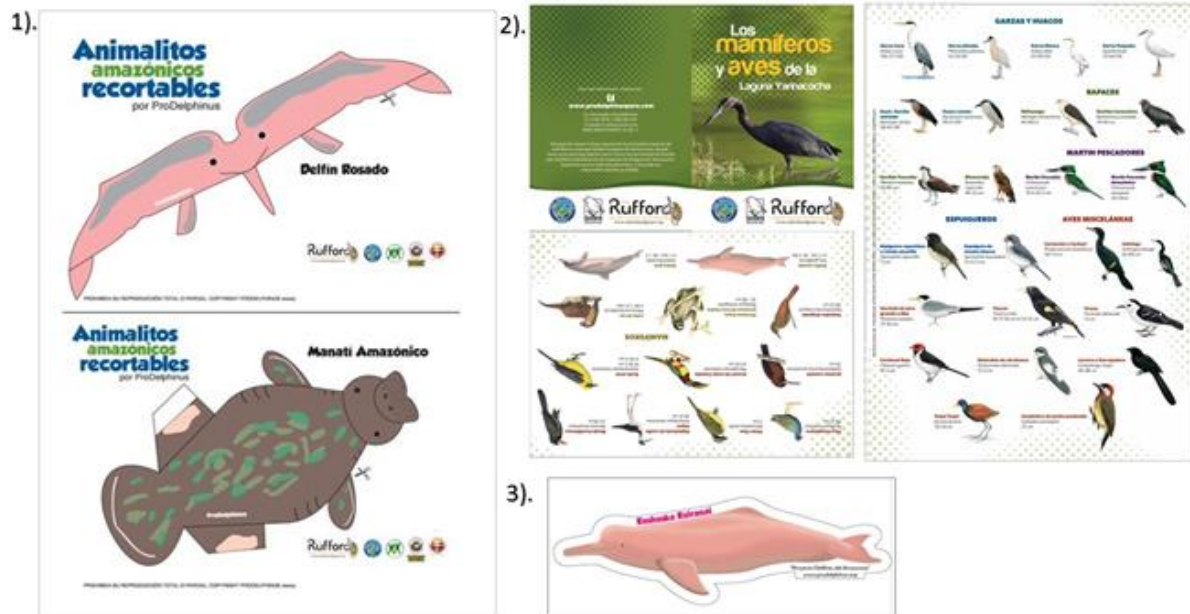


Figure 10. Educational materials prepared for project. (1) Cut-out of an Amazon River dolphin and an Amazon manatee (2) A four-fold brochure with mammals and birds of Yarinacocha lagoon given to tour guides and in outreach activities (3) A sticker with the project information, website and the project's slogan "kushuska kuiranai".

The RSGF logo was also placed in the acknowledgements section of the presentations that were given at workshops with boat operators, government agencies and educational venues. The website also includes a link to RSGF website.