

## 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

<b>Your Name</b>	Emmanuel D. Lekule
<b>Project Title</b>	Environmental Education Awareness Ththrough The Use Of Local Radio Stations In Moshi Tanzania
<b>RSG Reference</b>	38-12-07
<b>Reporting Period</b>	One Year
<b>Amount Of Grant</b>	£ 5,000
<b>Your Email Address</b>	Emadeo2000@Yahoo.Com
<b>Date Of This Report</b>	17/03/2009

**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
1. Use different types of media especially Radio stations to convey environmental message to local people			5	Electronic media is by far the most reliable and effective mass communication tool in Tanzania today. This is demonstrated by the fact that, it is the fastest developing media.
2. Organize competition awards to individuals or institutions that show environmental management commitment			5	Community participation is a fundamental ingredient for the success of any project having to do with change of mindset, behaviour and social trends. Social events including sports and cultural activities, conducted with a special theme to convey a particular message, have proved to be instrumental in influencing the peoples thinking and perceptions
3. Tree planting			4	Mobilizing people to participate tree planting campaign in open land, and to recover or replace the depleted forest resources.
4. Providing teaching support on environment to primary and secondary Schools			3	Providing teaching support on environmental Children and youths of today are the grown-ups of tomorrow. Educating the children and youths today is to avoid having an ignorant society on environmental issues tomorrow.
Form partnership with local and international institutions in influencing change of behaviour of local population towards the environment			5	We have been able to received different partnership with local and international institutions during of conducting Radio Programme on behaviour charge of environmental in global. Examples College of African wild life Management,

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

- ✚ Most of Schools are lack proper environmental education syllabus in their curriculum in Tanzania which forced me to travelled up to neighbouring country to find the environmental books and conversing the ministry of education to introducing the environmental education syllabus.
- ✚ Most of the schools which we have provide environmental books are lack environmental expertise teachers which forced us to lecture the subject to the students in few school.
- ✚ Climate change. The annual rainfall for the year 2008 changed which disturbed the programme schedule especially sustain the nursery which forced us to use a lot of money to hire water boozor for irrigation to be used in tree planting nursery .Due to this problem we have been provide the trees on November and December 2008.
- ✚ We have countered difficulties during the project when the price of Air time changes in different media houses, we have been able to use few Radio station so that we can go with the budget.
- ✚ During of conducting the project some of expertise where demanding some transport allowance. We have used the contingences to fix the problem.

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

- ✚ Increased awareness and sensitivity among the population in the region, on all important issues concerning the deteriorating environment and the necessary remedial measures needed.
- ✚ Improved environment through increased sense of responsibility by leaders and government executives at district, down to the village level. Increased awareness on environmental issues among both, the leaders and the general public, prompted by involvement in the preparation for the annual competitions.
- ✚ At least 600 surviving trees planted in one year in the tree districts of the region. Concentration of planted trees was depending on the severity of deforestation of each particular district. Developed habit of tree planting and love for trees among youths, right from school and later on as grown up individuals in their respective localities.

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

Community participation is a fundamental ingredient for the success of any project having to do with change of mindset, behaviour and social trends. Social events including sports and cultural activities which conducted with a special theme to convey a particular message have proved to be instrumental in influencing the peoples thinking and perceptions.

Sports activities which we have conducted were involved a cross section of the whole population i.e. the youth, women, children and the elderly. In such events was convey messages easily to people to facilitate enhancement of public awareness and sensitization and networking with other stakeholders.

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

Yes

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

Environmental protection and management is now a major, critical issue in Kilimanjaro region. if issues related to environmental protection and management are not properly addressed, in order to addressed this issue we are planning to produced the project result pamphlets and distribute to all three regional libraries which we have conduct the project so that any interesting partners can read the outcome. However we are welcome any environmental partners to request the outcome through may Email [emade2000@yahoo.com](mailto:emade2000@yahoo.com)

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

According to may project activities we have used Rufford small grants foundation in all activities in the project year.

## 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
Air time in Radio Station	£ 50x 4 per month x 12 month=£2,400/=	£ 55x4x12=£ 2,640/=	£ 240/=	Increase of Air time price
Competition Awards	3 awards @ £400.	£400+£100=£ 500	£ 100/=	During the sport competition we provide Env. Leaflets
Tree planting	£ 1,000/=	£ 1,000+£200=£ 1,200/	£ 200	Hiring of water boozor for irrigation the nursery
Buying Env. Book	£ 600/=	£ 600	-----	
Expertise allowances	-----	£ 60	£ 60	Allowance for different institutional expertise

Contingencies	£ 600	-----	-----	We have used contingencies to cover the difference raised
<b>TOTAL</b>	<b>£ 5,000/=</b>	<b>5,000/=</b>	<b>600</b>	

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

Conduction of symposia to get feedback from the public, on how they perceive the general implementation of the project and the expected outcome. Seminars will be conducted to disseminate knowledge on the best practices in the management of the environment. These will target local leaders in all spheres of life. Workshops will be held to exchange ideas, knowledge and expertise with technical personnel of the local government authorities at the ward and village levels.

All these activities will focus on women's participation in the implementation of this project. Women bear most of the burden of environmental degradation. They are the ones who fetch water for their families, collect firewood and prepare food for the families. When all these things are scarce, they have to walk long distances to fetch them, sometimes carrying their babies on their backs. It is also known that women are the biggest agricultural producers. They are the ones who work long hours in the family farms, to produce food for their families. When their land is less productive they are the ones who lose more, in terms of wasted labour or reduced productivity of their labour. Despite all this involvement in the family economy and well-being, women are hardly involved in decision making.

Electronic media is by far the most reliable and effective mass communication tool in Tanzania today. This is demonstrated by the fact that, it is the fastest developing media, the development of which is supported by dramatic technological advancement in electronic engineering in the world.

In the recent years many radio and television stations have been opened in the country. In the municipality of Moshi alone there are 4 radio stations, 3 of which were opened in the last 4 years. Radio listening is the most popular home based pastime among Tanzanians. This is reflected by the fact that over 70% of households in Tanzania have a radio set. In Kilimanjaro region over 90% of households have a radio set and about 30% have a TV set. Although literacy rate is over 85% in Tanzania, newspaper reading is not as popular as radio listening and TV watching.

Needless to say, any well planned awareness creation campaign, using electronic media, ought to be successful since access to the masses is guaranteed by over 80%.

## 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, More than 70% RSGF received publicity during the environmental programme running in the Radio stations, environmental Competition awards and proving teaching support.

## 11. Any other comments?

First and fore most I thank the almighty **God** for nurturing, directing and clearing my path of all obstacles that would disrupt the achievements thus making Project as my career.

I would like to express my sincere gratitude to **Rufford Small Grant** for their mighty supports especially in financial position which enable me purse my project.

My extended thanks go to **Freddy Safieli Manongi Deputy Principal College of African Wildlife Management Kilimanjaro, Moshi – Tanzania, Mr. Binamungu Mulengeki Conservator African wildlife Foundation and Nancy Gelman Africa Biodiversity Collaborative Group c/o WWF Community Conservation.** Who tirelessly took this time to be my referees right from the beginning to its completion.

Many thanks also go to Radio Kili Fm stereo Ltd Staffs (Tanzania) especially for his togetherness that his develop in one way or another.

Thanks to all Government leaders and local communities who are living adjacent to the areas that I worked together when conduct my project.