

## 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>	Eric Cudjoe
<b>Project title</b>	Conservation Education for Commercial Drivers: A pilot project in Ghana
<b>RSG reference</b>	9115-1
<b>Reporting period</b>	January to October 2012
<b>Amount of grant</b>	£6000
<b>Your email address</b>	<a href="mailto:ekudjo@yahoo.com">ekudjo@yahoo.com</a>
<b>Date of this report</b>	15 <sup>th</sup> October, 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
Improve environmental awareness among commercial drivers			√	
Organise nature conservation workshops			√	Delayed because supporting staff from Ghana Wildlife Society were busy with other planned activities.
Produce and distribute t-shirts to drivers			√	
Organize educational nature trips		√		Due to increased cost of petrol since the project started, we organized only one educational nature trip instead of the two trips planned.

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

As required by RSG's trustees, I undertook the project with Ghana Wildlife Society, where I was working when I applied for the project funds, even though I had moved to another organisation. This posed a challenge during project implementation. Planning field activities between the two organisations was a challenge because as each has its own work plan which most of the time were conflicting with field works under this project. This resulted in delay of project implementation.

An analysis of the bushmeat market during project planning indicated that the project should rather focus on the Mankesim in the Central Region; and Ejura in the Ashanti Region. These towns are the main wholesaling markets of bushmeat supplied to the Atwemonom bushmeat market in Kejetia, Kumasi which is the regional capital of the Ashanti region of Ghana. The Atwemonom bushmeat market is the largest in Ghana.

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

i) There was increased awareness and enthusiasm to support and sustain conservation education programmes among the targeted commercial drivers. We conducted pretest and posttest interviews to determine that the level of awareness about conservation laws and actions increased by 20%.

ii) Improved engagement of commercial drivers in nature conservation in Ghana. Before the project, commercial drivers in outside the big cities were not a direct target of conservationists. This project has initiated such a contact. The drivers unions have agreed to organise annual nature trips and also requested my presence during such trips to refresh as well as educate new drivers on wildlife laws and nature protection.

iii) Training of national service persons in conservation education. The project provided an opportunity for two national service persons, who were interning with Ghana Wildlife Society to be trained in planning and undertaking conservation education programs. They were also trained in using pre-test post-test surveys as a technique for assessing outcomes of conservation interventions.

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

Local beneficiaries were mainly commercial drivers and the traders in the Ejura and Mankesim lorry stations. These were the direct beneficiaries of the conservation education and awareness programmes and nature trips organised by the project. A total of 100 commercial drivers benefitted from the two forums on conservation awareness organised in the two project areas and 30 participated in the educational nature trips organised.

Furthermore, 3 experienced but retired wildlife officers in the project areas were engaged to support the facilitation of project activities. This has helped to increase local acceptance and ownership of programmes. The retired officers and helped developing conservation messages for developed as communication tools for awareness creating.

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

Yes. I have formed a long-term relationship with the Drivers Unions. The drivers are very eager to continue the project and involve other Unions. Some tour drivers have also expressed interest in improving their knowledge about nature conservation in Ghana. Therefore, I plan to expand this project to include them.

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

I plan to publish the project results and information in NKO, the magazine of the Wildlife Clubs of Ghana. A brief on project outcomes has been submitted to GWS to upload on its website. I also plan to put updates on the website of the Centre for Human and Environmental Security, the NGO I now work for.

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

The project was delayed for over 8 months because I had to implement the project with Ghana Wildlife Society (GWS), while working with another organisation. In many cases timing of project activities was conflicting for the two organisations which severely affected implementation of planned activities.

**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
Planning meetings	200	190	10	
Progress update meetings	200	220	-20	
Office and field supplies	400	400	0	
Collecting and collating baseline data	300	350	-50	
Communication (Phone and Internet)	600	500	100	
Educational workshops	1,500	1,500	0	
Production and distribution of T-shirts	1,150	1,200	-50	
Post-completion assessment	300	240	60	
Documentation (Incl. hiring camera, etc)	350	300	50	
Transportation (hire of vehicle, fuel)	1,000	1,100	-100	Price of petrol and other transport costs increased over time
<b>Total</b>	<b>6,000</b>	<b>6,000</b>	<b>0</b>	

The assumed exchange rate used in this budget was £ sterling 1.00 = 2.30 Ghana Cedis

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

My next important step is to work with these and other commercial drivers unions. By organising annual conservation awareness programmes including nature trips in order to create a constituency of commercial drivers taking initiatives to support the conservation of wildlife resources in Ghana.

Other types of drivers, especially tour drivers, requested that they should be involved in the project.

However, they could not be involved because of inadequate funds. We therefore plan to expand the project activities to other areas and other types of drivers in the future.

### 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 RSG logo was used in the T-shirts produced for the project.

### 11. Any other comments?

I have learnt a lot about conservation education, project implementation, and working with different stakeholders. This pilot project has shown that the activities need to be expanded to other areas. The project offered opportunity to educate bushmeat sellers on the main transportation routes in the country.

Although the RSG funding has ended, I plan coordinate with the drivers unions to provide updates of their post-project activities to RSG. I suggest that RSG emphasis the need for such project updates. These will be useful for assessing the long-term outcomes of RSG funding. I have added two pictures of the project activities to this report.

**Pictures of Project Activities**



**Figure 1. Executives of a drivers union during a conservation education workshop**



**Figure 2. Eric interviewing a commercial driver at a lorry station.**