

# ***Darwin Initiative Annual Report***

Important note:

To be completed with reference to the Reporting Guidance Notes for Project Leaders – it is expected that this report will be about 10 pages in length – Submission deadline 30 April 2007

## **Darwin Project Information**

|   |  |
|---|--|
| Project Ref Number  | 14-031   |
| Project Title   | A market-led conservation response to the domestic bird-trade in Indonesia |
| Country(ies)  | UK, Indonesia  |
| UK Contract Holder Institution  | University of Oxford, Environmental Change Institute                       |
| UK Partner Institution(s)   |  |
| Host country Partner Institution(s)   | BirdLife Indonesia (now Burung Indonesia)                                  |
| Darwin Grant Value  | £196,438   |
| Start/End dates of Project  | July 2006 to July 2007   |
| Reporting period (1 Apr 200x to 31 Mar 200y) and annual report number (1,2,3..) |  |
| Project Leader Name   | Paul Jepson  |
| Project website   |  |
| Author(s), date   | Paul Jepson, 26 April 2007   |

## **1. Project Background**

Briefly describe the background and location (with a map if possible) of the project and the basic problem that it seeks to address.

## **2. Project Partnerships**

The project seeks to strengthen the capacity of formal and informal institutions to build sustainability on bird supply chains through co-development of a market-based policy instrument.

The role of PBI (the bird hobbyist & breeder association) has developed significantly during this year. They are likely to become the future accrediting body of a second-party certification scheme and in the forth-coming year will facilitate dialogue with 'bird' clubs and breeder associations. Aksenta (a coalition of independent Indonesian conservation professionals) is assuming a greater role in facilitating dialogue between different stakeholders and developing the innovative and entrepreneurial dimensions of the project. ACNielsen has made a vital contributing during this year (see below). We are keeping PHKA (the government partner) and TRAFFIC International fully informed of developments. We are not currently seeking the active engagement of PHKA because we fear they may respond with a knee-jerk regulatory response which could scupper the market-based approach. Two new partnerships have been initiated to support the delivery of the social marketing campaign. These are with the weekly hobbyist tabloid *Agrobis burung* and the company producing a leading brand of bird food.

The local partner BirdLife (now Burung) Indonesia (BI) did an excellent job of administering the six city household survey. However their problems with staff recruitment and retention and an internal culture that tends to perceive other organisation as competitors rather than allies in a movement, has constrained their contribution to the project and the ability to retain the significant capacity building contributions from Oxford (OU). These short-comings have been discussed with BI. They have agreed to commit more staff resource to the project and buy-in time of Aksenta.

## **3. Project progress**

### **3.1 Progress in carrying out project activities**

The project was subject to a MTR and some of the activities and outputs have been modified (see attached workplan 2007/08, Social change and communication strategy 2007)

A major focus of this 2<sup>nd</sup> year of the project was a series of quantitative and qualitative surveys aimed at assess the merits of a market based instrument, developing a social marketing campaign, and establishing a long-term monitoring base-line (Output 2). This contained the following elements which have been successfully completed:

Design & execution of a dedicated survey of bird-keeping in six cities on Java and Bali. We (ACNielsen) trained student enumerator teams who surveyed a total of 1973 households (456 songbird keepers). The data has been cleaned, entered and analysed (partially)

Study of bird-breeding business models, involving in-depth interviews with owners of 10 different breeding enterprises across Java (conducted by Aksenta)

Media analysis of the weekly hobbyist tabloid *agrobis burung*. This reports details of song-contests and represent an easy monitoring base-line for assessing changes in the ratio of wild-caught vs. captive-bred birds in this dimension of the hobby (Conducted by OU & BI)

Analysis of the bird-keeping hobbyist culture including actors, motivations, social networks and trend. This has involved more than forty in-depth interviews. (conducted by OU)

Analysis of the social, economic & livelihood contributions that bird-keeping makes to the six cities (draws on the above)

Linked to the above, we provided training in social survey and social marketing techniques (Output 3). We (OU) conducted two training courses (2 & 3 of the series of three) which were well attended (18, 24 respectively) by conservationists from more than 15 local NGOs. CIFOR kindly hosted these courses. In addition, BI recruited 12 enumerator teams totalling over 30 students to conduct the household survey (above). Two people from each team were trained by AC Nielsen. The partnership with ACNielsen represented a transfer of knowledge to OU and BI on how to generate a robust random sample in cities that allows results to be projected to the (urban) population.

The foundations have been laid for an effective social marketing campaign in year 2007/8 (Output 5). Based on the findings of the social surveys we have identified target adopters, what behaviours and attitudes we wish to change, and the most effective channels of communication. In addition, one of my (PJ) students took a professional standard portfolio of photographs of the project. To target the general bird-keepers, we have brought on board companies that represent effective channels of communication (bird-food manufacturer and hobbyist newspaper) and have designed a campaign to promote responsible bird-keeping (see attached). In order to engage the hobbyist networks, PBI and Aksenta will convene a series of regional 'dialogues' with hobbyists and bird-breeders. The 'opener' was conducted in Jakarta in March 07 (where I (PJ) presented findings of the surveys) and was very successful.

Two key insights during this year have been the realisation that a meaningful strategic framework to develop & promote substitution of wild-caught birds with captive-bred alternatives (output 1) will require:

- 1) the buy-in and ideas of song-contest organisers and the 'big bosses' of bird clubs. These are successful entrepreneurs who regularly pay \$30K upwards for a champion wild-caught songbird.
- 2) a major expansion of bird-breeding. It appears that a key barrier is the lack of start up-investment (for cages etc) but that this might be available in the growing number of small business development grants and initiatives.

We have opened dialogue with song-contest organiser and bird club bosses in Jakarta and Surabaya and will expand this in year 2007/8. In addition we have initiated dialogue with World Bank, USAID, and an advisor to the mayor of Surabaya concerning the bird-breeder/small business dimension. One constraint on taking this forward is that it means operating in the world of business and entrepreneurship` and among the project team only I (PJ) and Sujatnika (Aksenta) have the vision, credibility and confidence to be able to do this easily.

### **3.2 Progress towards Project Outputs**

The project has developed since its original conception. We now have a much more sophisticated and nuanced understanding of the issues and actors involved and well as the means to achieve meaningful and lasting outcomes. These are difficult to explain in a short report, but are being reported in seminars and have been discussed during the MTR. We have a good chance of agreeing a strategic framework by the end of the project, but what this actually entails will depend on how discussions go on the idea of bird-certification and the extent to which influential hobbyist will come on board. These are 'slow build' activities based on the development of trust and I am not unable to predict how far we will get in a year.

The project has the potential to go beyond the original public awareness targets. These were originally conceived as a series of seminar discussion with city bird clubs supported by media articles and features. We are now planning a social marketing campaign with two distinct strands 1) a series of provincial workshops convened by PBI with a more targeted focus on certification mechanisms, how to incentivise 'ring-classes' at bird song contest, and promote captive breeding; 2) a campaign targeted towards the general public which plans to communicated a consumer guide to responsible bird-keeping via newspapers, hobbyist media, inserts in bird food, displays at song-contests. We have had discussions with faculty and students in the communications department at Air Lannga University (Surabaya) about them testing additional communication channels (e.g. shopping malls).

The output assumptions under 'Purpose' all remain true. The output assumptions under 'outputs' also remain true with the exception of students keen 'to participate and inspired by the project concept'. As it transpires the assumption was 'BirdLife Indonesia able to inspire, recruit, and maintain student participation in the project'. I have

tried to manage this by a) meeting academics in Jakarta and Surabaya with Birdlife and b) generating concept for dissertation research.

### 3.3 Standard Output Measures

**Table 1 Project Standard Output Measures**

| Code No.                       | Description                        | Year 1 Total                                   | Year 2 Total   | Year 3 Total | Year 4 Total | TOTAL |
|--------------------------------|------------------------------------|--|--|--------------|--------------|-------|
| Established codes              | 2: attain Masters                  | 2 MSc student dissertations started            |  |              |              |       |
|                                | 4A: undergrad training             |  | 12 students trained in questionnaire enumeration                       |              |              |       |
|                                | 6B: training                       |  | ca 4 BI staff, 12-15 Indonesian NGO staff                              |              |              |       |
|                                | 7. Training materials              | 1 x Course handbook, slides, supporting papers | 1 x Course handbook, slides, supporting papers; 1 technical memorandum |              |              |       |
|                                | 8. Weeks in host country           | 4 weeks (Jepson)<br>1.5 weeks (Ladle)          | 4.5 wks (Jepson)<br>3 Weeks (Ladle)                                    |              |              |       |
|                                | 11A papers to be submitted         |  | 2 (1 to Nature rejected!)  |              |              |       |
|                                | 14 A conferences/seminar organised |  | 2 PHKA<br>1 policy group<br>1 UAID-EPIQ<br>1 Cams Cons Forum           |              |              |       |
|                                | 15A National Press Releases        |  | 1  |              |              |       |
|                                |                                    |  |  |              |              |       |
|                                | 23 additional resources            |  | AC Nielsen (hard to value)   |              |              |       |
| New -Project specific measures |                                    |  |  |              |              |       |

In Table 2, provide full details of all publications and material produced over the last year that can be publicly accessed, eg title, name of publisher, contact details, cost. Mark (\*) all publications and other material that you have included with this report.

**Table 2 Publications**

| Type *<br>(eg journals, manual, CDs) | Detail<br>(title, author, year) | Publishers<br>(name, city) | Available from<br>(eg contact address, website) | Cost £ |
|--------------------------------------|---------------------------------|----------------------------|---|--------|
|                                      |                                 |                            |   |        |
|                                      |                                 |                            |   |        |

**3.4 Progress towards the project purpose and outcomes**

This project is successfully introducing concepts of market-led policy instruments into a group of conservation actors who have traditionally thought in terms of regulatory instruments. We have engaged new urban constituencies in the conservation and policy process, notably bird breeders and the business networks that structure local bird clubs. We have started on promoting an awareness of Javanese capacity for bird-breeding and the economic contribution of this pastime with inter-governmental agencies in Jakarta and international conservation NGOs, in particular our finding that bird-keeping contributes US\$83 million to the economies of the six cities and generates livelihoods for some of the poorer and younger sectors of society is attracting a lot of interest. Whilst we have provided substantial capacity building on attitude survey and social marketing techniques I am concerned that BirdLife Indonesia may lack the capacity to retain and build on this. We have embarked on a range of articles, talks and events to communicate the vision and findings of the project both in Indonesia and the UK.

**3.5 Progress towards impact on biodiversity, sustainable use or equitable sharing of biodiversity benefits**

This is a complex question as it relates to this project. An interesting issue we have raised is how do we conceptualise equitability at the national level? The project, if successful, would impact negatively on rural livelihoods associated with catching birds, but positively on urban livelihoods associated with bird breeding. Whilst it would generate more employment in urban areas than would be lost in rural areas, most organisations engaged in conservation policy networks gain their funding and legitimacy from promoting rural rather than urban livelihoods.

Perhaps the most exciting prospect for biodiversity is the opportunity to engage urban businessmen and entrepreneurs in species conservation; we have identified and are now in dialogue with a core of conservation-inclined and highly motivated individuals within the hobbyist network.

The project is having an impact in terms of assisting PBI to initiate the switch from wild-caught to captive bred birds. However the distance between unsustainable use and sustainable use is massive and I estimate it will take 10-15 years for Indonesia to approach sustainable use of wild-bird resources.

**4. Monitoring, evaluation and lessons**

A monitoring plan is being finalised now we have the results of the base-line surveys. In brief, this will include:

- monitoring of the number and prestige of 'ring-class' (captive-bred) birds in song-contests
- monitoring knowledge of participants in song-contests on closed rings, certification, captive-breeding etc.
- repeat of monitoring questions on certification and breeding contained in the household survey (repeated after 3 years)
- monitoring headlines in the hobbyist Tabloid Agrobis burung

The lessons I am currently reflecting upon include:

- The untapped interest and capacity within business/entrepreneurial networks in nature, conservation and livelihoods in Indonesia
- The importance of analysing social and policy networks before embarking on conservation interventions.
- The limited capacity in Indonesia conservation NGOs and the need to look for partners in new organisational forms if the goal is to engage in innovative, cutting-edge and high impact conservation projects in Indonesia.
- The time involved in project management and administration and the need to factor this into future OU institutional costs.

## 5. Actions taken in response to previous reviews (if applicable)

The project was the subject of a MTR which was very useful and much appreciated. I have discussed various adjustments to the log frame with the reviewer and the BirdLife Indonesia team and these are reflected in the 2007/8 workplan attached..

## 6. Other comments on progress not covered elsewhere

The project was conceived in two phases, a first phase which was more research/assessment focus and a second phase with a policy/social change focus. The insights from the first phase have significantly enhanced the design and thinking of the second phase.

## 7. Sustainability

As already described the project is gaining profile within policy, conservation and bird-keeper communities in the country. We are working towards an exit strategy, particularly with respect to supporting PBI to assume/secure a leading in certification/captive breeding, and also exploring follow-up funding opportunities from small business development sources. One particular risk is that Dr Prana, president of PBI and an influential advocate for conservation within the hobbyist and breeder fraternities comes to the end of his term towards the end of 2007, and someone less supportive or strong might be elected in his place. .

## 8. Dissemination

Covered above.

## 9. Project Expenditure

Please expand and complete Table 3.

**Project expenditure during the reporting period (Defra Financial Year 01 April to 31 March)**

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Highlight any agreed changes to the budget and explain any variation in expenditure where this is +/- 10% of the budget.

## **10. OPTIONAL: Outstanding achievements of your project during the reporting period (300-400 words maximum). This section may be used for publicity purposes**

The vibrant economies of Asia are placing huge demands on the world's dwindling wildlife resources. As consumption and trade of wildlife returns to the top of the conservationist agenda there is a growing recognition that the regulatory approaches designed in the 1970s and enshrined in the CITES convention are have limited effect in Asia. The research, funded by the Darwin Initiative, is extending market-based mechanisms developed to bring sustainability to tropical timber to supply chains in birds.

Bird-keeping is hugely popular in the cities of Java and Bali and vast numbers of birds are taken from the wild each year. This project is assessing the efficacy of switching the supply-chain from wild-caught to captive-bred birds. A particular innovation is to extend the consumer choice 'pull' approach of market-based mechanisms to include broader collective action whereby hobbyists mobilise for change.

The research has involved qualitative and quantitative research on key aspects of the bird-keeping pastime. At the centre of this research has been a major household survey in six cities on Java and Bali. The market-research company ACNielsen shared with us their sampling frame and protocol and as a result we have a robust data set that enables statistical projections to the population. Some of the headline results are that 1-in-3 households in the six cities keep a bird and nearly 1-in-7 have kept a bird at sometime in the last ten years. Over 1.4 million of the birds kept are wild-caught but similar numbers are captive-bred. Four of the most popular wild-caught birds are favourites at bird song-contests. The 450 song-contests organised in Java & Bali bring together people from all ethnicities and backgrounds in a common interest.

Songbird keepers in the six cities spend approximately £43 million a year on their hobby. Of this £14 million is spent on birds; nearly £9 million on live-food and £4.5 million on cages. The hobby makes substantial economic and livelihood contributions. Our study of bird-breeding business models found that many are social enterprises that deliver social benefits as well as profits. Bird breeding is labour intensive and the rearing of tiny birds, and farming and collecting of live food (crickets, ants eggs) generates employment in the community for the old, young, disabled or uneducated.

A key insight emerging from this research is that catching birds from the wild, whilst contributing a livelihood supplement to some people, undermines the potential to create a bird-breeding industry that would provide large numbers of jobs for urban and rural Indonesians. The second phase of the project will involve a social marketing campaign, the developing of a system to certify captive-bird birds and activities to expand bird-breeding. Our research has shown that the key conditions necessary to 'switch' a supply chain from wild-caught to commercial breeding are present in Java. With the right investments and tenacity we can imagine a time 10-15 years hence where an appreciation of birds remains central to the Javan and Balinese cultural identities but where catching wild birds is unthought-of.

# Annex 1 Report of progress and achievements against Logical Framework for Financial Year: 2006/07

| Project summary  | Measurable Indicators   | Progress and Achievements April 2005-Mar 2006   | Actions required/planned for next period   |
|--|---|---|--|
| <p><b>Goal:</b> <i>To draw on expertise relevant to biodiversity from within the United Kingdom to work with local partners in countries rich in biodiversity but poor in resources to achieve</i></p> <p><i>The conservation of biological diversity,</i></p> <p><i>The sustainable use of its components, and</i></p> <p><i>The fair and equitable sharing of the benefits arising out of the utilisation of genetic resources</i></p> |   |   |  |
| <p><b>Purpose</b> (insert original project purpose statement)</p> <p>To reduce the conservation impacts of the passion for bird-keeping in Indonesia through the development of a market-led (substitution) mechanism</p>  | <p>(insert original purpose level indicators) Strategic framework &amp; charter for promoting substitution</p> <p>Bird-farms commit to breed conservation-concern species</p> <p>Bird-keeper associations commit to promote a conservation ethos</p> <p>Government commits to develop an enabling regulatory framework</p> <p>BirdLife Indonesia develops/facilitates a follow-on project</p> | <p>(report impacts and achievements resulting from the project against purpose indicators – if any)</p> <p>There are many different bird-breeding models and associations are forming to breed-conservation concern species.</p> <p>Bird-keeper associations don't exist in the form envisaged but rather as loose, hierarchal organised networks of businessmen.</p> | <p>(report any lessons learned resulting from the project &amp; highlight key actions planning for next period)</p> <p>Engage breeder associations in dialogue on certification and more specifically identity investment barriers to entering bird breeding.</p> <p>Build dialogue and trust with leaders of the hobbyist community</p> |
| Outputs  |   |   |  |
| (insert original outputs – one per line)   | (insert original output level indicators)   | (report completed activities and outcomes that contribute toward outputs and indicators)  | (report any lessons learned resulting from the project & highlight key actions planning for next period)   |
| 1. Strategic framework to develop and promote substitution of wild-caught birds with captive-bred alternatives   | Policy group active by end of Yr 1<br>Strategy document written & disseminated  | One advisory committee meeting conducted and regular one-to-one dialogue. Plans developed for   | Develop an appropriate certification framework for captive-bred birds  |

|   |  |   |  |
|---|--|---|--|
| <p>2. Market and consumer analysis of bird-keeping, breeding &amp; retailing conducted and disseminated</p>                         | <p>by yr 3<br/> Market data &amp; current regulatory framework collated<br/> Questionnaire survey of attitudes &amp; practices of bird-owners in four cities by yr 2<br/> Analysis of structure &amp; organisation of the bird-keeping fraternity by yr2<br/> Expertise in bird breeding for different species groups assessed<br/> Business model of two bird farms reviewed by yr 2.</p> | <p>consultation of breeders, hobbyist, and song-contest organisers.<br/> <br/> All completed</p>  | <p>Birdlife Indonesia poor on data verification and checking and much more prescriptive guidance and checks need to be implemented</p>   |
| <p>3. BirdLife Indonesia staff and university students trained in attitude survey, market &amp; trade chain analysis techniques</p> | <p>yr 2.<br/> Supply (trade) chain analysis of three wild-caught species by yr 2<br/> Three Indonesian students complete MSc research.<br/> 4-6 technique training workshops for 12-16 staff &amp; students<br/> <br/> Surveys and analytical work conducted to professional standard</p>  | <p>Analysis commissioned from NGO in West Kalimantan<br/> Two students started<br/> <br/> Series of three training workshops completed up to 24 Indonesian conservations joined<br/> <br/> Surveys completed to this standard, analytical work on-going</p> | <p>Engage Air Langga University and a Sumatran University in the work<br/> <br/> If time permits, organise a follow-up mini conference on social surveys and conservation<br/> <br/> Find time to write up and publish results in peer reviewed journals</p> |
| <p>4. BirdLife Indonesia volunteer and urban networks strengthened</p>  | <p>No of new members, volunteers, &amp; associate bodies</p>   | <p>Established survey groups in the six cities and good contacts with bird breeders.</p>  | <p>Extend contacts in provincial hobbyist and song-contest networks</p>  |
| <p>5. Increased public awareness of ways to reduce the negative conservation impacts of bird-keeping.</p>                           | <p>Seminars/panel discussions to bird-keeper associations in 4 cities#<br/> Articles in newspapers &amp; magazines<br/> Radio features and talk-shows</p>  | <p>First seminar discussion held in Jakarta<br/> <br/> Three magazine/tabloid articles</p>  | <p>Taking forward the social marketing strategy and 'traffic light' campaign<br/> <br/> Converting key data into press releases</p>  |

Note: Please do NOT expand rows to include activities since their completion and outcomes should be reported under the column on progress and achievements at output and purpose levels.



## **Annex 2** Project's full current logframe

**Annex 3 onwards – supplementary material (optional)**

## ***Checklist for submission***

|  | Check |
|--|-------|
| <b>Is the report less than 5MB?</b> If so, please email to <a href="mailto:Darwin-Projects@ectf-ed.org.uk">Darwin-Projects@ectf-ed.org.uk</a> putting the project number in the Subject line.  |       |
| <b>Is your report more than 5MB?</b> If so, please advise <a href="mailto:Darwin-Projects@ectf-ed.org.uk">Darwin-Projects@ectf-ed.org.uk</a> that the report will be send by post on CD, putting the project number in the Subject line. |       |
| <b>Do you have hard copies of material you want to submit with the report?</b> If so, please make this clear in the covering email and ensure all material is marked with the project number.  |       |
| Have you completed the Project Expenditure table?  |       |
| Do not include claim forms or communications for Defra with this report.   |       |