

# Darwin Initiative: Half Year Report

(due 31 October 2007)

<b>Project Ref. No.</b>	14-031
<b>Project Title</b>	A market-led conservation response to the domestic bird-trade in Indonesia
<b>Country(ies)</b>	UK, Indonesia
<b>UK Organisation</b>	University of Oxford, Environmental Change Institute
<b>Collaborator(s)</b>	BirdLife Indonesia (now Burung Indonesia)
<b>Project Leader</b>	Dr Paul Jepson
<b>Report date</b>	£196,438
<b>Report No. (HYR 1/2/3/4)</b>	3
<b>Project website</b>	

## 1. Outline progress over the last 6 months (April – September) against the agreed baseline timetable for the project (if your project has started less than 6 months ago, please report on the period since start up).

We strengthened the project team in Indonesia at the beginning of this reporting period. Burung (BirdLife) Indonesia allocated Fahrul Amama to the project with specific responsibilities for the social marketing campaign. Fahrul has extensive experience of running social marketing campaigns on small islands and is looking forward to the challenge of working with urban communities. Willy Rombang has replaced Pete Wood as the Burung Indonesia project manager. Sujatnika (Aksenta) has again been engaged to work on the certification/breeder/charter aspects of the project and we have also engaged Dwi Rahmad (Aksenta) who is acknowledged expert on certification in Indonesia.

Over the last six months the project has focused on five key activities 1) developing a social marketing campaign, 2) analysing and communicating research results, 3) developing a certification system and charter for the promoting substitution; 4) establishing a long-term monitoring baseline; 5) investigating bird supply chains. Key achievements and indicators of progress under these headings are as follows:

### Social marketing campaign

- 1) Developed and tested a 'traffic light' social marketing campaign concept through interviews and focus groups.
- 2) Meeting with Profauna (an Indonesian animal rights NGO) to discuss the links with their proposed 'More beautiful in the wild campaign'
- 3) Developing a communication partnership with Fancy bird foods.
- 4) Published three articles in the local media on the bird keeper issue
- 5) Preparing a series of articles for publication in the hobbyist tabloid newspaper Agrobis Burung
- 6) Developed a new question set for inclusion in the October ACNielsen Omnibus survey.

Analysing and communicating project findings (in addition to the above)

- 7) Presentation at the Conservation biology meeting in South Africa titled "Using a social marketing framework to systematically evaluate and design a conservation instrument prior to implementation"
- 8) First journal paper reporting the analysis of the questionnaire survey and titled "Developing new policy instruments to regulate consumption of wild birds: socio-demographic characteristics of bird-keeping in Java and Bali" completed and to be submitted shortly.
- 9) Article submitted to the Darwin web-site
- 10) Podcast prepared and awaiting finalisation.

Developing a certification system and charter for the promoting substitution;

- 11) Workshop to develop structure and content for a PBI website conducted on 15 May 2007 and attending by ca 30 people. A PBI web-site will be needed to establish a certification system. This workshop also engaged other important actors, notably the Kicaumania web-site/e-group in the project vision.
- 12) Preparations made for a series of focus group discussion in three regions of Java to develop a certification approach and report back the findings fo the surveys (scheduled for November)

Establishing a long-term monitoring baseline

- 13) Developing a new question set for inclusion in the October ACNielsen Omnibus survey.
- 14) On-going monitoring of issues on Kicaumania e-group initiated
- 15) On-going monitoring of front-cover species and headline sof Agrobis burung initiated

Supply chain analysis.

- 16) Interview transcripts analysed and supply and value chain 'map' of wild-caught birds produced.
- 17) Report of study on bird supply chains in West Kalimantan received from Yayasan Titian
- 18) Yayasan Titian commissioned to conduct a follow-up study investigating the motivations and drivers behind the emergence of new supply chains of brids from forests in West Kalimantan.

**2. Give details of any notable problems or unexpected developments that the project has encountered over the last 6 months. Explain what impact these could have on the project and whether the changes will affect the budget and timetable of project activities.**

The run-up to the Bali COP in December is consuming the time and attention of key staff in Birdlife and PHKA. This may mean that my next visit in December is less effective then it might be. However the main focus on this will be discussing the certification system and charter with the bird-keeping fraternity who are not involved in the COP.

**Have any of these issues been discussed with the Darwin Secretariat and if so, have changes been made to the original agreement?**

**No**

Discussed with the DI Secretariat:	no/yes, in..... (month/yr)
Changes to the project schedule/workplan:	no/yes, in.....(month/yr)

If you were asked to provide a response to this year’s annual report review with your next half year report, please attach your response to this document.

Please note: Any planned modifications to your project schedule/workplan or budget should not be discussed in this report but raised with the Darwin Secretariat directly.

Please send your **completed form email** to Eilidh Young, Darwin Initiative M&E Programme at [Darwin-Projects@ectf-ed.org.uk](mailto:Darwin-Projects@ectf-ed.org.uk) . The report should be between 1-2 pages maximum. **Please state your project reference number in the header of your email message eg Subject: 14-075 Darwin Half Year Report**