



Submit by 21 January 2005

**DARWIN INITIATIVE APPLICATION FOR GRANT ROUND 13 COMPETITION:STAGE 2**

Please read the Guidance Notes before completing this form. Applications will be considered on the basis of information submitted on this form and you should give a full answer to each question. Please do not cross-refer to information in separate documents except where invited on this form. The space provided indicates the level of detail required. Please do not reduce the font size below 11pt or alter the paragraph spacing. Keep within word limits.

**1. Name and address of organisation**

<b>Name:</b> BirdLife International	<b>Address:</b> Wellbrook Court, Girton Road, Cambridge CB3 0NA, UK
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**2. Project title (not exceeding 10 words)**

Building a bird conservation and environmental network in China.

**3. Project dates, duration and total Darwin Initiative Grant requested**

<b>Proposed start date:</b> April 2005		<b>Duration of project:</b> Three years		
<b>Darwin funding requested</b>	<b>Total</b>	<b>2005/6</b>	<b>2006/7</b>	<b>2007/8</b>
	(£) 190,410	(£) 51,370	(£) 73,370	(£) 65,670

**4. Define the purpose of the project in line with the logical framework**

China is immensely rich in birds and other biodiversity, but rapid economic expansion is placing increasing pressure on the country's environment, and the human resources required to address these pressures remain inadequate. The Chinese government has made major advances in conservation, including through the establishment of many hundreds of new protected areas in recent decades. However, public awareness of wildlife and environmental issues remains low, and civil society involvement in conservation barely exists, which greatly limits efforts to protect and manage the country's biodiversity.

The purpose of this project is to develop and support a network of civil society organisations with an interest in, and concern for, China's birds and the environment. With technical support from BirdLife's experienced UK and Asian staff and the Hong Kong Bird Watching Society's expertise, this network will achieve the following:

- Raise awareness amongst civil society of the importance of China's birds, habitats and key sites, and the need for conservation action to address the threats that they face, through the proposed Darwin project website, annual birdwatching festival, newsletters, and other appropriate promotional materials.
- Build the capacity of civil society groups and individuals to participate in conservation activities focussed on priority species and sites, via a series of training courses and workshops (including in bird surveys and monitoring, species and site conservation, and network and organisational development) and ongoing technical support.
- Prepare and disseminate to government and civil society within China national-language publications relating to globally important species, habitats and sites.
- Undertake direct conservation activities for globally important species and sites including monitoring and direct action with local stakeholders with the support of a greatly expanded China Conservation Fund.

**5. Principals in project. Please provide a one page CV for each of these named individuals**

Details	Project Leader	Other UK personnel (working more than 50% of their time on project)	Main project partner or co-ordinator in host country
Surname	Crosby		Ma
Forename (s)	Michael John		Carrie
Post held	Research and Data Manager		Manager (Projects and Communications)
Institution	BirdLife International		Hong Kong Bird Watching Society
Department	Asia Division		-
Telephone			
Fax			
Email			

**6. Has your organisation received funding under the Darwin Initiative before? If so, give details**

BirdLife International has been awarded funding from the Darwin Initiative for the following projects:

- "Directory of key sites for the conservation of Philippine birds" (April 1996 to March 1998 - £).
- "Identifying sites of global biodiversity conservation importance for the Fiji BSAP" (July 02 to March 05 - £).
- "Building constituencies for site based conservation in Myanmar (Burma)" (April 03 to April 06 - £).
- "Strengthening Capacity for Biodiversity Conservation in West Africa (04 to April 07 £)
- "DarwinNet- The Peru-Ecuador Dry Forest Clearing House Mechanism" (April 04 to April 07 £)

**7. IF YOU ANSWERED NO TO QUESTION 6 describe briefly the aims, activities and achievements of your organisation. (Large institutions please note that this should describe your unit or department)**

<b>Aims (50 words)</b> Not appropriate, as question 6 answered.
<b>Activities (50 words)</b>
<b>Achievements (50 words)</b>

**8. Please list the overseas partners that will be involved in their project and explain their roles and responsibilities in the project. Describe the extent of their involvement at all stages, including project development. What steps have been taken to ensure the benefits of the project will continue despite any staff changes in these organisations? Please provide written evidence of partnerships.**

**Overseas partners involved in this project, their roles and responsibilities**  
 The Hong Kong Bird Watching Society (HKBWS) is the BirdLife Affiliate organisation in Hong Kong and has been an active member since the formation of BirdLife International in 1994. Established in 1957, HKBWS currently has 500 members. Now run by Hong Kong Chinese it is one of the leading environmental groups in the Special Administrative Region. It combines excellent survey and monitoring work (of birds and priority conservation sites) with an active engagement in land-use planning and government policy and programmes. Integrated with this is an outreach programme targeting both schools and senior citizens. HKBWS publishes a quarterly bulletin and a high-quality annual report, and produced an acclaimed checklist of the birds of Hong Kong in 2001.

**HKBWS will play a lead role** in the implementation of this project, headed by the society's President C.Y. Lam, guided and supported by UK staff of the BirdLife Secretariat including Michael Crosby and Richard Grimmett. The society will employ a China Programme officer to work on the Darwin project, who will help to coordinate many of the project activities. Other staff and members of the society will contribute their considerable expertise in the production and dissemination of popular interpretative materials, website

design, etc.

In recent years environmental groups have begun to emerge in several Chinese cities. HKBWS has been developing close links with these organisations in Beijing, Shanghai, Zhejiang province, Shenzhen City, Xiamen City (Amoy) and elsewhere in Fujian Province providing support by facilitating their activities, providing materials and small-scale funding through its China Conservation Fund.

HKBWS is widely recognised as a model by the emerging environmental groups in mainland China. Although primarily bird watching organisations, and largely unregistered, these groups are increasingly taking an interest in surveys, research, and conservation (e.g. reporting to police on wildlife trade, surveying threatened species, calling for conservation action by government).

#### **Civil society organisations in Chinese cities**

It is planned that Beijing Birdwatching Society, led by Ms Zhong Jie, will play an important role in the establishment of the national network. Ms Zhong Jie, a People's Daily journalist, is widely regarded as a leader of China's birdwatchers.

Civil society organisations in Beijing, Shanghai, Zhejiang province, Shenzhen City and Xiamen City will be responsible for identifying appropriate members to attend the training courses and workshops, and with the support of the BirdLife Secretariat and HKBWS staff, conducting awareness activities and survey and monitoring projects focussed on selected species and sites. The civil society organisations will also be responsible for providing the China Programme Officer with data and articles relating to their activities for the China Birdwatching and Conservation Network for the quarterly newsletters, press articles and public events.

#### **Project development**

This Darwin Initiative application follows meetings between the BirdLife Secretariat and HKBWS in June and October 2004, and discussions between HKBWS and leading individuals from the civil society organisations in Beijing and other Chinese cities about further collaboration and support, and the development of a network of societies across China. Both the HKBWS President and Chairman have worked closely on advancing this initiative which has widespread support within the HKBWS Council and Membership.

Based on experience in Hong Kong and Taiwan, BirdLife, HKBWS and the civil society organisations are convinced that such a network will lead to an increase in environmental awareness and the mobilisation of civil society in support of nature conservation in China. The Chinese government has recently allowed civil society organisations to register as independent entities, which will facilitate this process.

#### **Steps taken to ensure the benefits of the project will continue despite any staff changes**

This project builds on the large amount of experience already gained by BirdLife International and HKBWS staff in building the capacity of civil society organisations to work together to protect globally important biodiversity. A major part of this project is raising public awareness through the production of a website, newsletters and brochures which will be available to civil society organisations even if there are staff changes. The focus on training large numbers of people in bird surveys and monitoring, species and site conservation, and network and organisational development, and providing sessions that will train people to train others in these skills, will also ensure that this project is not dependent on any one individual staff member.

However, it is recognised that a key member of staff is the China Programme Officer, who although provisionally identified (with a CV enclosed with this application), has yet to be appointed. Detailed terms of reference will be drafted by the UK project leader together with HKBWS. The China Programme Officer will draw up a detailed work plan and will be expected to update this on a regular basis, so that in the unlikely event of them leaving a replacement can be easily be identified to co-ordinate the project.

Both the UK project leader (Michael Crosby) and the Head of BirdLife's Asia Division (Richard Grimmett) have been actively involved with BirdLife International's work in Asia for many years and have been involved in Darwin Initiative projects in the past.

**9. What other consultation or co-operation will take place or has taken place already with other stakeholders such as local communities? Please include details of any contact with the government not already provided.**

The BirdLife Asia Division and HKBWS have developed a good working relationship with members of the China Ornithological Society (COS, a sub-section of the Zoological Society of China), a national network of over 600 (mostly university-based) academic ornithologists. Teams of COS members compiled Chinese data for the BirdLife Asia Partnership's Red Data Book and Important Bird Area projects. HKBWS has supported COS in the development of a national bird database and the preparation of the first annual China Bird Report (published in December 2004). COS understands the role that birdwatchers can play in China, and approves of the idea of the establishment of a national network of societies. Leading individuals in COS are also active in the new societies, and, through its members' involvement in the implementation of the CBD in China, COS is expected to be indirectly involved in helping to support the project's conservation objectives.

**PROJECT DETAILS**

**10. Is this a new initiative or a development of existing work (funded through any source?) Are you aware of any other individuals/organisations carrying out similar work, or of any completed or existing Darwin Initiative projects relevant to your work? If so, please give details explaining similarities and differences and showing how results of your work will be additional to any similar work and what attempts have/will be made to co-operate with and learn lessons from such work for mutual benefits.**

There is at present very little support being provided to these emerging civil society organisations, other than that being extended by HKBWS. WWF China is providing support for birdwatching activities in Beijing, including, for example, a bird photography website. The proposed development of a national network of civil society organisations (with the capacity to engage in national level survey, monitoring and conservation work) through this Darwin project is a new innovation. HKBWS are already in contact with WWF China, and it is anticipated that their work can be closely coordinated with the Darwin project.

**11. How will the project assist the host country in its implementation of the Convention on Biological Diversity? Please make reference to the relevant article(s) of the CBD thematic programmes and/or cross-cutting themes (see Annex C for list and worked example) and rank the relevance of the project to these by indicating percentages. Is any liaison proposed with the CBD national focal point in the host country? Further information about the CBD can be found on the Darwin website or CBD website.**

This Darwin project will help support China's implementation of the following Articles of the CBD. It is widely acknowledged that at present it is not possible for civil society organisations to work directly with the CBD focal point in China. Nevertheless, we are confident that the results of this project will make an important contribution to national implementation of the CBD.

- The project will catalyse the development of civil society organisations in major population centres in China and develop these groups into a national network. Civil society organisations in China's major cities establishing websites, newsletters, press articles and public events will all contribute to a greater public awareness and understanding and appreciation of biodiversity conservation (CBD article 13a). [30%]
- This project enables civil society to start working for the conservation of the IBAs that BirdLife International and Chinese ornithologists have already identified during 2003/2004. The network will provide training together with a framework for the research and monitoring that will contribute to the conservation of biological diversity (12a & 12b). [25%]
- The network will also allow a greater exchange of information and understanding of China's biological diversity both within and outside the country (17.2). [15%]
- The project will train key individuals in the skills required in organisational and network development and in species and site monitoring (with a focus on threatened birds species and Important Bird Areas) (7a, 7b, 7c). The network will provide a mechanism for civil society organisations to collect, maintain and organise biodiversity data collected as part of this project (7d). [15%]
- Information collected relating to threatened species and IBAs will help guide the selection, establishment and management of protected areas where these groups are operating (8b) and promote the protection of viable populations of threatened species (8d). The China Conservation Fund will provide resources to enable civil society organisations to participate in species and site conservation work (8m). [10%]

- Information collected relating to IBAs will help minimise adverse impacts on biological diversity (10b & 10d). [5%]

**12. How does the work meet a clearly identifiable biodiversity need or priority defined by the host country? Please indicate how this work will fit in with National Biodiversity Strategies or Environmental Action Plans, if applicable.**

Leading Chinese ornithologists have worked with the BirdLife Asia Partnership on several recent priority-setting analyses, which have highlighted China's outstanding importance for biodiversity conservation. These analyses made full use of the recommendations for species and site conservation in *China: Biodiversity conservation action plan* (1994) and *A biodiversity review of China* (1996). *Threatened Birds of Asia: the BirdLife International Red Data Book* (BirdLife International 2001) documents in great detail all of the region's globally threatened birds, including 82 threatened species that regularly occur in China. The proposals for conservation action from this Red Data Book are synthesised in *Saving Asia's threatened birds: a guide for government and civil society* (BirdLife International 2003), and presented in a user-friendly format that makes them accessible to a non-specialist audience. The BirdLife Asia Partnership recently published those sections of *Saving Asia's threatened birds* that cover the birds and habitats of China in a separate Chinese-language edition, and 1,000 copies are ready for distribution. The Secretariat of the Convention on Migratory Species (CMS) recently invited the BirdLife Asia Partnership to compile international Action Plans for three threatened migratory waterbirds, Black-faced Spoonbill, Spoon-billed Sandpiper and Chinese Crested-tern, and these will be advanced in China through the proposed Darwin project.

*Important Bird Areas in Asia* (BirdLife International 2004) identifies and documents the region's globally important sites for bird conservation, including 445 Important Bird Areas in mainland China. With funding from the World Bank, and with a view to supporting implementation of the Bank's Operational Policy of Natural Habitats (OP 4.04, June 2001), BirdLife will be preparing a Chinese-language inventory of IBAs for publication by end of 2006, and the Darwin project will enable participation in this work by civil society organisations.

Despite the rapid advances made by the Chinese government in conservation in recent decades, there are serious problems in the implementation of many of the actions required to address the causes of the on-going loss of biodiversity in the country. One of the main limitations on efforts to protect and manage the country's biodiversity is the lack of public awareness of wildlife and conservation, and of involvement of civil society in conservation. The aim of this project is to rapidly develop a network of civil society organisations with an interest in, and concern for, China's birds and the environment. This network will play a key role in raising awareness of the importance of China for biodiversity, and the threats to birds and other wildlife, and within a short time is expected to engage in biodiversity surveys and monitoring, and other conservation activities, targeted at globally important species and sites.

**13. If relevant, please explain how the work will contribute to sustainable livelihoods in the host country.**

A major focus of this project will be the conservation of Important Bird Areas. This agenda is not just important for biodiversity conservation. These areas of natural and semi-natural habitat also provide vital environmental services, such as the provision of fresh water and forest products, and prevention of floods and other environmental disasters, and as such their conservation contributes to the broader agenda of environmental management, sustainable development, and poverty eradication. There will be a particular focus on coastal sites, which are of importance to poor and marginalized groups dependent on them for shell-fish and seaweed collection.

**14. What will be the impact of the work, and how will this be achieved? Please include details of how the results of the project will be disseminated and put into effect to achieve this impact.**

The primary impacts of the project will be the establishment of a civil society network, with an enhanced awareness of biodiversity conservation issues, and the capacity to participate in species and site conservation activities. This will be achieved through the input of UK and Hong Kong expertise, with training provided in bird surveys and monitoring, species and site conservation, and network and organisational development. Numerous Chinese-language conservation awareness and technical materials will be produced during the project, including training manuals in (1) bird survey and monitoring and (2) site conservation, a quarterly network newsletter, a Darwin project website, leaflets and posters on key species and sites, etc. The distribution of the Chinese-language edition of *Saving Asia's threatened birds*, and the publication and distribution of the inventory of Important Bird Areas in China and three species action plans, will make global priorities for species, habitat and site protection widely available to government and civil society, and make a direct contribution to the implementation of the CBD in China. The project will lead, with support from a China Conservation Fund, to conservation work by civil society being implemented for threatened species and priority sites.

**15. How will the work leave a lasting legacy in the host country or region?**

A lasting legacy of biodiversity conservation will be assured through the capacity building of civil society conservation organisations and training of individuals, together with outputs that will remain after the Darwin project has been completed and Darwin funding ceases.

**Capacity of organisations increased**

Ten civil society conservation organisations in ten different Chinese cities will be strengthened by this project through organisational development and capacity building, which will lay the foundations for successful organisational management and conservation activities in the future.

The China Birdwatching and Conservation Network will provide a mechanism for information exchange and further capacity building within these organisations and other interested parties in China.

**Training in biodiversity monitoring and site conservation**

Up to 180 individual members from the selected civil society organisations will be trained in bird survey and monitoring techniques, and species and site conservation, and provided with the materials and training required to train other members of their societies (and other interested parties) in these skills.

**Financial sustainability**

Training in fundraising together with continuing financial support from HKBWS and the BirdLife Asia Partnership, including through the enlarged China Conservation Fund, will assure the financial sustainability of the China Birdwatching and Conservation Network. It is envisaged that the increased technical abilities that will be developed within the network during of the Darwin project will make it possible for the network to leverage further funds for their activities, including species and site conservation projects, both during and after the Darwin funded part of this project is completed.

**Technical and popular outputs**

The Chinese-language training manuals, technical publications on species, habitats and sites, and popular materials produced by the project will still be available for use by civil society after the Darwin Initiative project has been completed.

**Technical support**

After completion of the project, HKBWS and the wider BirdLife Asia Network will continue to provide support to the China Birdwatching and Conservation Network, although it is recognised that this three-year Darwin project will provide the best opportunity available to rapidly enhance the technical ability of a large number of individuals.

**16. Please give details of a clear exit strategy and state what steps have been taken to identify and address potential problems in achieving impact and legacy.**

The exit strategy for this project is to develop an active, skilled and motivated network of up to 10 civil society organisations with several hundreds of members. This Darwin project aims to complete the planning and launch of the China Birdwatching and Conservation Network, with the intention of it becoming self-sustaining by the end of the three-year period. This will be achieved through a range of organisational development and capacity building and training of individual members who are already committed to biodiversity conservation.

The main potential problems in achieving impact and legacy have been identified (see assumptions in the logical framework). The BirdLife Asia Partnership is committed to continuing to provide support to the China Birdwatching and Conservation Network after the project period, including through the small-scale funding provided by the China Conservation Fund (which will be considerably enlarged over the course of the project). Secondly, as the HKBWS already has substantial links and good relations with the civil society organisations identified in this project it is expected that these relationships will be maintained once the Darwin project ends. Ensuring that there is adequate funding for the Chinese Project Officer's salary once the Darwin funding ceases has been highlighted as critical and the BirdLife Asia Partnership will seek to ensure that these resources are available before the end of the Darwin project.

**17. How will the project be advertised as a Darwin project and in what ways would the Darwin name and logo be used?**

The Darwin Initiative logo will be included on all project outputs, including the three species action plans to be prepared for the Secretariat of the Convention on Migratory Species, the inventory of Important Bird Areas in China (publication funded by the World Bank), the Darwin project website, training manuals, newsletters, posters, etc. The project training courses and workshops will be clearly identified as Darwin Initiative events, and a presentation will be given at all of these events on the Darwin Initiative and its support of the China Birdwatching and Conservation Network. Darwin's support for the project will also be acknowledged in BirdLife International's annual reports and membership magazine and on its website.

**18. Will the project include training and development? Please indicate who the trainees will be and criteria for selection and that the level and content of training will be. How many will be involved, and from which countries? How will you measure the effectiveness of the training and will those trained then be able to train others? Where appropriate give the length and dates (if known) of any training course. How will trainee outcomes be monitored after the end of the training?**

Training and development of the capacity of the China Birdwatching and Conservation Network are key elements of the project. Early in the project, Ms Zhong Jia of Beijing Birdwatching Society will visit both the UK (accompanied by the HKBWS President) and Hong Kong to learn about conservation work (including through visits to the BirdLife Secretariat and the RSPB) and to discuss the organisational management of the Darwin project.

In the first year of the project, two Chinese-language training manuals (in bird survey and monitoring, and site conservation) will be prepared, for distribution to the members of the China Birdwatching and Conservation Network and use during the project training courses. Topics covered in these manuals will include bird identification, species survey and monitoring techniques, rapid site assessment methodologies, and approaches to species and site conservation.

One-week training courses in bird survey and monitoring techniques will be held in December in the second and third years of the project, to coincide with the annual Dongting Lake Bird Race, and will be designed to train up to 30 participants per year.

Workshops will be held in both the second and third years of the project. In the second year, the workshop will focus on how civil society organisations can contribute to species and site conservation. In the third year, the workshop will cover network and organisational development, including training in fund-raising. Another workshop will be held in the second year, to consider the Chinese sections of three draft species action plans (prepared with support from CMS Secretariat), and discuss their implementation in China.

One-week "training for trainers" courses will be organised to follow the second and third-year workshops,

designed for up to 30 participants per course. These will aim to train the participants in bird survey and monitoring and species and site conservation techniques, and training in fundraising, and provide them with the materials (training manuals, presentations, leaflets, posters, etc.) to enable them to provide training for other members of their organisations.

Throughout the project, network members will learn from HKBWS expertise in the production of Chinese-language interpretative materials, website design, press releases, etc., as well as the principles of organisational management such as membership matters and governance.

The effectiveness of the training courses and materials will be monitored, including through questionnaires and participant feedback. Training will be conducted in Chinese by the China Programme Officer and other HKBWS staff and members, with UK experts guiding the development of training materials and the planning of the courses.

## LOGICAL FRAMEWORK

**19. Please enter the details of your project onto the matrix using the note at Annex B of the Guidance Note. This should not have substantially changed from the Logical Framework submitted with your Stage 1 application. Please highlight any changes.**

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p><b>Goal:</b>  <b>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</b></p> <ul style="list-style-type: none"> <li>• <b>the conservation of biological diversity,</b></li> <li>• <b>the sustainable use of its components, and</b></li> <li>• <b>the fair and equitable sharing of benefits arising out of the utilisation of genetic resources</b></li> </ul>			
<p><b>Purpose</b></p> <p>To develop a network of civil society organisations with an interest in, and concern for, China's birds and environment.</p>	<p>Membership based organisations in major Chinese cities.</p> <p>Societies linked together and taking action as a network.</p> <p>Growing public awareness and concern for birds and the environment.</p> <p>Increased conservation effort for threatened species and priority conservation sites.</p>	<p>Websites, newsletters, press articles; membership figures; public participation in events.</p> <p>Network materials including newsletters; joint projects and reports.</p> <p>Public participation in events such as bird festivals and fairs.</p> <p>Published and unpublished reports on conservation activities.</p>	<p>Increasing affluence will lead to the growth of birdwatching and conservation organisations in China.</p> <p>HKBWS can maintain and develop its own capacity to support emergence of civil society organisations in China mainland.</p> <p>Chinese government will continue to allow the development of civil society organisations.</p> <p>An interest in birdwatching will lead to bird conservation and environmental concern.</p> <p>The Taiwan issue will not interfere in a significant way with HKBWS and BirdLife's work in China.</p>



<p><b>Outputs</b></p> <p>1. Civil society network of birdwatching and conservation groups established in China mainland.</p> <p>2. Awareness raised amongst civil society organisations of the importance of China's birds and key areas for conservation.</p> <p>3. Capacity of civil society groups and individuals strengthened to participate in species and site conservation activities.</p> <p>4. Information on key bird species and key areas for conservation enhanced.</p> <p>5. Conservation prospects for threatened bird species improved through civil society engagement in the preparation and implementation of species action plans.</p> <p>6. Prospects for priority sites improved through civil society organisations undertaking site-conservation activities.</p>	<p>1.1. Announcements about establishment of network.</p> <p>1.2. Registration of member organisations, and evidence of organisational growth.</p> <p>1.3. Network publications, sharing of information.</p> <p>1.4. Meetings between network members.</p> <p>2.1. Coverage of priority species and sites in newsletters and press articles.</p> <p>2.2. Sharing of information on priority species and sites over Internet.</p> <p>2.3. Information on key areas for conservation (Important Bird Areas) published in Chinese and distributed.</p> <p>3.1. Individuals trained, and also taking on role as trainers.</p> <p>3.2. Organisations actively involved in species and site surveys and monitoring.</p> <p>4.1. Improved data available on globally threatened birds.</p> <p>4.2. Improved data available on Important Bird Areas, including the likely identification of new sites.</p> <p>5.1. Action plan for three threatened bird species (Black-faced Spoonbill, Spoon-billed Sandpiper, Chinese Crested Tern) prepared with civil society organisations.</p> <p>5.2. Civil society organisations implementing actions proposed in the plans.</p> <p>6.1. Civil society organisations collaborating with protected area staff and other stakeholders at priority sites.</p> <p>6.2. Civil society organisations undertaking conservation activities at priority sites.</p>	<p>1.1. Reports in newsletters, websites, email list servers, newspapers and magazines.</p> <p>1.2. Registration announcements; memberships established and increased; detectable increase in activities.</p> <p>1.3. Network newsletters and Darwin project website</p> <p>1.4. Reports of meetings</p> <p>2.1. Newsletters and press articles</p> <p>2.2. Darwin project and other websites</p> <p>2.3. Chinese-language national inventory of Important Bird Areas.</p> <p>3.1. Training reports</p> <p>3.2. Survey reports</p> <p>4.1. Publications on threatened species, contributions to BirdLife's Red Data Book website</p> <p>4.2. Chinese-language national inventory of Important Bird Areas.</p> <p>5.1. Action plans for three threatened species</p> <p>5.2. Monitoring and evaluation reports on implementation of action plans.</p> <p>6.1. Reports in newsletters, websites, etc.</p> <p>6.2. Reports on site conservation activities</p>	<p>Leaders emerge and are supported within their organisations and by the wider network.</p> <p>Consensus can be reached between organisations to establish network, share information and undertake joint activities.</p> <p>Development experience of HKBWS relevant to mainland societies.</p> <p>China mainland organisations continue to be willing for HKBWS to play leading role.</p> <p>Sufficient number of civil society organisation members committed to the conservation activities of the network.</p>
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<b>Activities</b>	<b>Activity Milestones (Summary of Project Implementation Timetable)</b>
Development of China Birdwatching and Conservation Network	Assessment of civil society conservation organisations and planning of China Birdwatching and Conservation Network (April–October 2005). Launch of network and Darwin Initiative website (December 2005). Workshop on network and organisational development, including training in fund-raising (May/June 2007). Production of newsletters and other materials (throughout project).
Increase civil society awareness of wildlife and environmental issues in China through events and the media	China Bird Festival events and associated media coverage (June 2006 and June 2007). Distribution of popular materials on the conservation of species and sites, also via newsletter and website (throughout project).
Training courses for China Birdwatching and Conservation Network members in bird survey and monitoring techniques, and species and site conservation	Chinese-language training manuals and other materials produced (April 2006). Four one-week training courses held (May/June 2006, December 2006, May/June 2007, December 2007).
Dissemination of species, habitat and site conservation plans	Distribution of Chinese-language edition of <i>Saving Asia's threatened birds</i> (December 2005), publication and distribution of national-language inventory of IBAs in China (December 2006) and action plans for three threatened waterbird species (March 2007).
Workshops on species and site conservation in China	Workshops on how civil society organisations can contribute to species and site conservation (May/June 2006), and on species action plans (prepared with support from CMS Secretariat) and their implementation in China (June 2006).
China Birdwatching and Conservation Network members conducting species and site conservation activities.	Projects for conservation of species and sites undertaken by network members, many with small-scale funding from the China Conservation Fund (throughout project).

**20. Provide a project implementation timetable that shows the key milestones in project activities.**

<b>Project implementation timetable</b>		
<b>Date</b>	<b>Financial year</b>	<b>Key milestones</b>
Apr 05	Apr-Mar 2005/6	Recruitment of China Programme officer
Apr/May 05	Apr-Mar 2005/6	Project management and administrative procedures established and agreed by UK experts, HKBWS and representatives of China Birdwatching and Conservation Network
June 05	Apr-Mar 2005/6	Visit by representative of Beijing Birdwatching Society to Hong Kong to learn about conservation work and organisational management of HKBWS
Aug 05	Apr-Mar 2005/6	Visit to UK by representatives of Beijing Birdwatching Society and HKBWS to learn about environmental role of civil society organisations there
Sept 05-Mar 08	Apr-Mar 2005/6; Apr-Mar 2006/7; Apr-Mar 2007/8	Production and distribution of quarterly China Birdwatching and Conservation Network newsletter
Sept 05-Mar 08	Apr-Mar 2005/6; Apr-Mar 2006/7; Apr-Mar 2007/8	Darwin Initiative reports (6-monthly and annual progress reports)

Oct 05	Apr-Mar 2005/6	Completion of assessment of China Birdwatching organisations, and plan prepared for the structure and operation of the China Birdwatching and Conservation Network
Nov 05	Apr-Mar 2005/6	Promotional materials prepared for use by member organisations of China Birdwatching and Conservation Network
Dec 05	Apr-Mar 2005/6	Launch event for China Birdwatching and Conservation Network
Dec 05	Apr-Mar 2005/6	Launch of Darwin project website
Dec 05	Apr-Mar 2005/6	Announcement of the enlarged China Conservation Fund
Dec 05	Apr-Mar 2005/6	Distribution of Chinese edition of <i>Saving Asia's threatened birds</i>
Apr 06	Apr-Mar 2006/7	Chinese-language training manuals in (1) bird survey and monitoring and (2) site conservation completed and distributed
May/June 06	Apr-Mar 2006/7	Workshop on how civil society organisation can contribute to species and site conservation
May/June 06	Apr-Mar 2006/7	One-week training for trainers course for network members in bird survey and monitoring techniques, species and site conservation, and fund-raising
June 06	Apr-Mar 2006/7	First China Bird Festival
June 06	Apr-Mar 2006/7	Workshop to review Chinese sections of three draft species action plans (prepared with support from CMS Secretariat), and discuss their implementation in China
Aug 06	Apr-Mar 2006/7	Mid-term evaluation of project by UK BirdLife International staff
Dec 06	Apr-Mar 2006/7	Publication and distribution of national-language inventory of IBAs in China
Dec 06	Apr-Mar 2006/7	One-week training course for network members in bird survey and monitoring techniques
May/June 07	Apr-Mar 2007/8	Workshop on network and organisational development, including training in fund-raising
May/June 07	Apr-Mar 2007/8	One-week training for trainers course for network members in bird survey and monitoring techniques, species and site conservation, and fund-raising
June 07	Apr-Mar 2007/8	Second China Bird Festival
July 07	Apr-Mar 2007/8	Drafting of funding proposals for continuation of network activities
Dec 07	Apr-Mar 2007/8	One-week training course for network members in bird survey and monitoring techniques
Jan 08	Apr-Mar 2007/8	End of project evaluation by UK BirdLife International staff
June 08	Apr-Mar 2008/9	Submission of final report to Darwin Initiative

**21. Set out the project's measurable outputs using the separate list of output measures.**

<b>PROJECT OUTPUTS</b>		
<b>Year/Month</b>	<b>Standard output number (see standard output list)</b>	<b>Description (include numbers of people involved, publications produced, days/weeks etc.)</b>
Sept 05 – project end	16A (10), 16B (500)	10 editions of quarterly China Birdwatching and Conservation Network newsletter produced, c.500 copies to be distributed within China
Dec 05	9 (1)	500 copies of Chinese-language edition of <i>Saving Asia's threatened birds</i> distributed within China
Dec 05	17A (1)	Darwin project website established, hosted by HKBWS

Apr 06	10 (2)	Chinese language training manuals in (1) bird survey and monitoring and (2) site conservation, c.500 copies of each to be distributed within China
May/June 06	14A (1)	Capacity of c.20 participants enhanced through attending workshop on how civil society organisations can contribute to species and site conservation
May/June 06	6A (30), 6B (2)	c.30 network members receive one-week training for trainers course in bird survey and monitoring techniques, species and site conservation, and fund-raising
June 06	14A (1)	First China Bird Festival event
June 06	14A (1)	Civil society (c.20 participants) engaged in preparing species action plans (prepared with support from CMS Secretariat), and prospect enhanced for action plan implementation in China
Dec 06	6A (30), 6B (1)	c.30 network members receive one-week training course in bird survey and monitoring techniques
Dec 06	9 (1)	Publication of Chinese-language inventory of IBAs in China, c.1,000 copies to be distributed within China
Mar 07	9 (3)	Publication of action plans for three threatened waterbird species, with input from China Birdwatching and Conservation Network members
May/June 07	14A (1)	Capacity of c.20 participants enhanced through attending workshop on network and organisational development, including training in fund-raising
May/June 07	6A (30), 6B (2)	c.30 network members receive one-week training for trainers course in bird survey and monitoring techniques, species and site conservation, and fund-raising
June 07	14A (1)	Second China Bird Festival event
Dec 07	6A (30), 6B (1)	c.30 network members receive one-week training course in bird survey and monitoring techniques
Throughout project	7 (2)	Popular leaflets on the conservation of c.25 selected species and IBAs, c.6 posters on conservation issues in China
Throughout project	8 (6)	Two visits to China by Project Manager to participate in project events and training courses
Throughout project	14B (6)	Presentations on project activities at national and international scientific and conservation conferences (estimated two per year)
Throughout project	15A (9)	Three national press releases in China each year
Throughout project	15C (3)	One press release issued in UK each year
Throughout project	23	About £ will be leveraged from the World Bank, CMS Secretariat and Asia Bird Fund, and from other BirdLife International and HKBWS sources
Throughout project	Additional output	Reports on c.20 projects for conservation of species and sites undertaken by network members, many supported with small-scale funding from the China Conservation Fund

## MONITORING AND EVALUATION

**22. Describe, referring to the Indicators in the Logical Framework, how the progress of the project will be monitored and evaluated, including towards delivery of its outputs and in terms of achieving its overall purpose. This should be during the lifetime of the project and at its conclusion. Please include information on how host country partners will be included in the monitoring and evaluation.**

The project will be managed in the UK by Michael Crosby, with support from Richard Grimmett, Head of BirdLife's Asia Division (based in the BirdLife Asia office in Tokyo).

It will be ensured that all key project stakeholders have copies of the project implementation timetable and projects outputs table and these documents will be reviewed at six monthly intervals throughout the project to ensure that the outputs are being delivered and that the project is on track to achieve its overall purpose.

The China Programme officer, based in the Hong Kong Bird Watching Society office, will be responsible for the preparation of the bi-annual progress reports and accounts, with direction from C. Y. Lam, the President of HKBWS. These will be completed and checked by Michael Crosby and Richard Grimmett, to ensure that the project targets are being met.

Michael Crosby will visit China in 2005 and 2006 to participate in the various project activities, and during these visits he will review the progress of the project against the milestones and outputs detailed in sections 20 & 21. The BirdLife Secretariat's Finance and Administration Department will carry out quarterly financial reviews. The progress of the Darwin project will be reported at the annual BirdLife Asia Partnership meetings, and monitored by BirdLife Asia Council.

Project monitoring and evaluation will reflect the timetable of activities and indicators of the logical framework. A mid-term Darwin Initiative project review will be undertaken by Michael Crosby and findings and any appropriate revisions to the project will be presented to the China Birdwatching and Conservation Network by the China Programme Officer or via the quarterly newsletter and website, whichever is considered most appropriate. This will ensure that lessons learnt in the first half of the project can be integrated into the remainder of the project.

The end of project evaluation will be conducted by Michael Crosby and the China Programme Officer. This will be undertaken in January 2008 and will include recommendations to the China Birdwatching and Conservation Network about how to maximise the effectiveness and sustainability of the network.

The Darwin Initiative end of Project Report will receive input from all the key stakeholders of the project and will be compiled by the China Programme Officer and Michael Crosby.

### 23. FINANCIAL ASPECTS

**Please state costs by financial year (April to March). Use current prices - do not include any allowance for assumed future inflation. Show Darwin funded items separately from those funded from other sources.**

**Table A: Staff time. List each member of the team, their role in the project and the percentage of time each would spend on the project each year.**

	2005/2006 %	2006/2007 %	2007/2008 %	2008/2009
<b>UK project team member and role</b>				
Michael Crosby, Project Manager	40%	40%	40%	
Richard Grimmett, Head of Asia Division	15%	15%	15%	
Richard Thomas, Communications Manager	2%	2%	2%	
Simba Chan, Important Bird Areas and threatened species advisor (UK passport holder)	10%	10%	10%	

Host country/ies project team members and role				
Carrie Ma, China Programme Officer	100%	100%	100%	
Local consultants, preparing inventory of Important Bird Areas in China	-	-	-	

**Table B: Salary costs.** List the project team members and show their salary costs for the project, separating those costs to be funded by the Darwin Initiative from those to be funded from other sources.

Project team member	2005/2006		2006/2007		2007/2008	
	Darwin	Other	Darwin	Other	Darwin	Other
Michael Crosby						
Richard Grimmett						
Richard Thomas						
Carrie Ma						
Simba Chan						
Local consultants						
<b>TOTAL COST OF SALARIES</b>						

**Table C. Total costs.** Please separate Darwin funding from other funding sources for every budget line

	2005/2006	2006/2007	2007/2008	2008/2009	TOTAL
<b>Rents, rates, heating , cleaning, overheads</b>					
• Darwin funding					
• Other funding					
<b>Office costs e.g. postage, telephone, stationary</b>					
• Darwin funding					
• Other funding					
<b>Travel and subsistence</b>					
• Darwin funding					
• Other					
<b>Printing</b>					
• Darwin funding					
• Other					
<b>Conferences, seminars etc.</b>					
• Darwin funding					
• Other funding					
<b>Capital items/equipment (please break down)</b>					
• Darwin funding					
• Other funding					

<b>Other costs (including Audit costs to a maximum of £500) (Please specify and break down)</b>					
• Darwin funding Darwin Initiative website Audit					
• Other funding Contribution to China Conservation Fund					
<b>Salaries (from previous table)</b>					
• Darwin funding					
• Other funding					
<b>TOTAL PROJECT COSTS</b>					
<b>TOTAL COSTS FUNDED FROM OTHER SOURCES</b>					
<b>TOTAL DARWIN COSTS</b>					

#### 24. How is your organisation currently funded?

The BirdLife International Secretariat's income totalled £in 2003.

The following gives a percentage breakdown of funding sources during 2003 (taken from the most recently audited accounts)

36% from Government institutions

23% from private trusts and foundations

18% from our network of Partners

9 % from donations and legacies

11% from corporate funding

1% from membership

2% from other sources (other than the above)

#### 25. Provide details of all other funding sources identified in Question 23 that will be put towards the costs of the project, including any income from other public bodies, private sponsorship, donations, trusts, fees or trading activity. Please include any additional funding the project will attract to carry out addition work during or beyond the project lifetime. Indicate those funding sources which are confirmed.

The World Bank will provide funding to BirdLife International for the preparation of a Chinese-language inventory of Important Bird Areas, covering three months salary costs of Michael Crosby (£) and Richard Grimmett (£), salaries of local consultants (£), publication of the national IBA inventory (£) and travel costs (£). Funding to BirdLife International by the Secretariat of the Convention on Migratory Species (CMS) (expected) to compile international Action Plans for three threatened migratory waterbirds, will cover the costs of a workshop (£) and publication of the action plans (£). BirdLife International's Asia Bird Fund will contribute £per year towards the enlargement of the China Conservation Fund. Simba Chan, an employee of the Wild Bird Society of Japan, will spend c.10% of his time working on this project, with his salary costs (£) covered by BirdLife International. Some project overhead costs (£) will also be covered by BirdLife International.

#### 26. Please give details of any further funding resources sought from the host country partner institution (s) or others for this project that are not already detailed in Questions 23 and 25. This will include foundations in kind or un-costed support e.g. accommodation.

BirdLife International has approached the Hong Kong and Shanghai Bank (HSBC) to sponsor BirdLife and HKBWS work in China. If this is successful, it will result in an increase in the China Conservation Fund, additional resources available for workshops and training courses, sponsorship of the bird festivals, and funds for the publication of Chinese-language common bird guides for major Chinese cities (not covered by this project).

**FCO NOTIFICATION**

Please check the box if you think that there are sensitivities that the Foreign and Commonwealth Office will need to be aware of should they want to publicise the project's success in the Darwin competition in the host country.



**CERTIFICATION 2005/6**

On behalf of the trustees (*delete as appropriate*)

I apply for a grant of £ 51,370 in respect of expenditure to be incurred in the financial year ending 31 March 2006 on the activities specified in questions 19 and 20.

I certify that, to the best of our knowledge and belief, the statements made by us in this application are true and the information provided is correct. I am aware that this application form will form the basis of the project schedule should this application be successful.

I enclose a copy of the organisation's most recent audited accounts and annual report, CVs for project principals and letters of support.

Name (block capitals)	MICHAEL JOHN CROSBY
Position in the organisation	Research & Data Manager (Asia)

Signed

Date:

Please return this form by e-mail to ECTF at [darwin-applications@ectf-ed.org.uk](mailto:darwin-applications@ectf-ed.org.uk) by 21 January 2005. Please put the title of the proposed project into the subject line of the e-mail. As much of the supporting documentation as possible should be sent along with the e-mailed application. However, if you are e-mailing supporting documentation separately please include in the subject line an indication of the number of e-mails you are sending (eg whether the e-mail is 1 of 2, 2 of 3 etc). In addition, hard copies of all applications and supporting documents should be submitted to the Darwin Applications Management Unit, c/o ECTF, Pentlands Science Park, Bush Loan, Penicuik EH26 0PH

DATA PROTECTION ACT 1998: Applicants for grant funding must agree to any disclosure or exchange of information supplied on the application form (including the content of a declaration or undertaking) which the Department considers necessary for the administration, evaluation, monitoring and publicising of the Darwin Initiative. Application form data will also be held by contractors dealing with Darwin Initiative monitoring and evaluation. It is the responsibility of applicants to ensure that personal data can be supplied to the Department for the uses described in this paragraph. A completed application form will be taken as an agreement by the applicant and the grant/award recipient also to the following:- putting certain details (ie name, contact details and location of project work) on the Darwin Initiative and Defra websites(details relating to financial awards will not be put on the websites if requested in writing by the grant/award recipient); using personal data for the Darwin Initiative postal circulation list; and sending data to Foreign and Commonwealth Office posts outside the United Kingdom, including posts outside the European Economic Area. Confidential information relating to the project or its results and any personal data may be released on request, including under the Environmental Information Regulations, the code of Practice on Access to Government Information and the Freedom of Information Act 2000.