

1996/97 DARWIN ROUND : PROJECT SUMMARY

Ref. (DOE only) :

162:6:175

Project name, including collaborating country/ies (not more than 10 words):

Establishment of four *Darwin Publishing Units* (Malawi, Tanzania, Uganda & Zambia)

Name of organisation/individual and project leader:

International Centre for Conservation Education; Mark Boulton, Executive Director

No. of people involved: UK -

ICCE - Project Director & 2 support staff

Host country/ies -

4 Trainees & associates

Need for project:

The need for education and information materials to support biodiversity conservation in Africa is becoming increasingly urgent. Few organisations in Africa have the capacity to produce appropriate low-cost printed conservation education materials. Many are already committed to promoting biodiversity conservation and could play a major education, information and public-awareness role if they had access to appropriate equipment and training. Malawi, Tanzania, Uganda and Zambia are just four of many countries who have expressed the need for appropriate technology and training to facilitate the production of such materials and they are identified as partners in this project.

Objectives:

The project will establish self-sustaining design & publication units (*Darwin Publishing Units*) in four biodiversity-rich African countries (Malawi, Tanzania, Uganda and Zambia). It will use proven information technology and equipment and provide training and support which will enable each unit to produce a wide range of education and information materials to support species conservation.

Work programme:

Year 1: Identify trainees, run 4-week technical training course; procure equipment and complete installation in four countries.

Year 2: Monitor & support production of biodiversity-related materials; review each unit (on site) and provide further training. Summarise results and outputs in Final Report and prepare Low-cost Publishing Handbook.

Outputs, including legacy in place when Darwin funding ceases:

Self-sustaining publishing units in four key African countries with staff competent in use of desk top publishing and digital printing technology, able to transfer their skills to colleagues in their own and other conservation organisations.

Range of biodiversity education materials prepared for a variety of target groups identified by the participating countries.

Spare capacity will be used to service other conservation organisations thus generating income.

Timetable (eg May 1996 for 3 years): April 1997 for two years

Monitoring and evaluation: Progress will be monitored on a continuing basis by regular reporting, through electronic links and by visits to partner organisations.

Darwin funding requested : 97/98 £86,275 98/99 £24,500 **Total** £110,775

Any matching funding arrangements? :

None but significant input in kind from ICCE by way of specialised expertise, accommodation, visual resources and promotion

Comments :

Project areas: 1 and 3 (There have been in all the countries apart from Malawi. ICCE has received funding for 2 projects, both now completed.) This project would provide 4 African countries with the capacity to design and publicise its own material on biodiversity conservation. The project would give staff UK based training and the equipment necessary to start up the units. This however makes the project expensive (£40k on capital equipment). There is also a suggestion in the proposal that the work has already started in Zambia.

Marking : C

162/6/175

DARWIN INITIATIVE FOR THE SURVIVAL OF SPECIES



APPLICATION FOR GRANT

Please read the attached Guidance Note before completing this form. Give a full answer to each section; applications will be considered on the basis of information submitted on this form. Applicants are asked not to use the form supplied to cross refer to information in separate documents. The space provided indicates the level of detail required but you may provide additional information on a separate sheet if necessary. You are asked to complete the summary sheet attached at the end of this form. Although you may reproduce this sheet in a reasonable font, you should not expand it to more than an A4 sheet as additional information will not be taken into account.

1. DETAILS OF APPLICANT

1.1 Name of organisation applying

International Centre for Conservation Education (ICCE)

1.2 Address for correspondence

ICCE
Greenfield House
Guiting Power
CHELTENHAM
GL54 5TZ

1.3 Person who may be contacted about this application, and position in organisation.

Mark Boulton - Executive Director

1.4 Telephone and FAX numbers

1.5 Nature of the organisation (eg is it an academic institution, a registered charity, company limited by guarantee?)

UK Registered Charity No: 289468

162/6/175

1.6 Describe briefly the aims, activities and structure of your organisation:

Aims:
To promote greater understanding of conservation, the environment and sustainable development through education and communication , placing particular emphasis on the needs of developing countries.

Activities:
Design, implementation and evaluation of practical training programmes in environment and development education, mainly for nationals from developing countries.
Origination, production and distribution of educational resources.
Provision of technical support services; consultancy.

Structure (enclose chart if appropriate):
ICCE Trustees
Executive Director
Departments: Director's Office; Training; Technical; Finance & Administration; Marketing
Total staff: 11

1.7 Provide brief details of the relevant past experience and achievements of the person to be responsible for the activities for which funding is sought. (This will normally either be the person completing this form or the contact at Section 1.3)

Mark N Boulton
Founder & Director of ICCE - 1984 to present

Qualifications: 1958 BSc (Hons) Zoology University of Southampton
1959 Diploma of Education (Nottingham) & Physical Education (Hons) Loughborough College

Relevant experience:
1967-71 Lecturer in Education (Kenyatta College, Kenya)
1971-73 Education Officer UN/FAO/GRZ (Luangwa Valley, Zambia)
1974 Conservation Education Consultant UN/FAO (National Park Project, Nepal)
1975-84 International Consultant to WWF/IUCN on Conservation Education
1984-present Director ICCE

Awards & Committees:
1985 Recipient of the Order of the Golden Ark
IUCN-Commission on Education and Communication (Steering Committee)
Elsa Conservation Trust (Conservation Adviser)
Wildfowl & Wetland Trust Council Member & Education Advisory Panel member.

1.8 Have you received funding under the Initiative before? If so, please give details.

Yes - in the third funding round:
Pan-African Wildlife Clubs Generator - Malawi March 1996 - and Resource Book
- published June 1996
Basic Ecology Guide - How the World Works - published September 1996

1.9 How did you learn about this Initiative?

Through information received directly from Department of the Environment.

1.10 Geographical coverage of the organisation as a whole.

International, with major emphasis in the developing world especially Africa, Asia and Eastern Europe.

1.11 A brief description of the organisation's recent achievements. (Please note that while short pamphlets may be useful, the department does not wish to receive books or lengthy reports.)

- intensive practical training of over five hundred key educators, trainers and resource managers from more than fifty countries
- detailed evaluation project to assess the status and needs of former ICCE trainees (1984-93)
- preparation of well over one hundred EE resource packs including co-development of CD-Rom materials
- provision of assistance & technical support to conservation & development groups in developing countries
- close institutional links with IUCN (Official Cooperating Organisation), British Council, Elsamere Conservation Centre (Kenya), Wildfowl & Wetlands Trust, World Conservation Monitoring Centre, and Higher Education Links Scheme with Centre for Environment Education (India)
- recently completed three-year ODA-funded training programme for 60 senior Wetland Managers from Indonesia in partnership with the Asian Wetland Bureau (AWB)
- 1994-6: comprehensive survey of environmental education throughout Africa (ECoSA) for European Union, and production of electronic database
- 1994-6: production of *Communicating Conservation* newsletter for environmental educators primarily in developing countries but distributed to 1,000 individuals worldwide
- 1995 - feasibility study and facilitation of workshop to discuss Regional Wildlife Conservation Education Unit for the SADC region
- 1995 - production of UK version of World Resources Institute's *Teachers Guide to World Resources*
- May 1995 - installation of an Instant-Print publishing unit for the Wildlife Conservation Society of Zambia
- 1995 - production of innovative *ICCE Environmental Photocopy Book* providing copyright free clipart for education materials production in developing countries
- Malawi March 1996 - organisation and facilitation of Pan-African Wildlife Clubs Generator - a workshop for 21 club representatives from 17 African countries funded by Darwin - and publication of *Wildlife Clubs Resource Book* (June 1996)
- September 1996 - compilation and production of *How the World Works* - an introduction to ecology for environment and development educators
- partner in GAIA project - Internet-based development project to develop and implement interactive set of tools for natural resource management based on modern information technology working with academic partners in the South
- partner in development of holistic EE and communications strategy for Natural Resources Institute's Lake Tanganyika biodiversity and pollution control project
- recent environment and development education training courses and consultancies in India (for Centre for Environment Education and Bombay Natural History Society), Singapore (for the Ministry of Environment); Mexico (for NGOs in Chiapas); Swaziland (for the Ministry of Education) and NGOs

2. PROJECT DETAILS

It is important that applicants set out precisely their objectives and the activities of their proposal. Please be as explicit as possible.

2.1 In what ways can this project be considered a Darwin project? How does the project relate to the Darwin principles? How would the project be advertised as a Darwin project and in what ways would the Darwin name and logo be used?

The project will develop sustainable biodiversity conservation education programmes through capacity building and technology transfer:

- it will strengthen the capacity of 4 key African institutions to design, develop and distribute education and information materials which raise awareness of the importance of conserving species diversity and protected areas.
- the project will provide specialised training and transfer appropriate technology from the United Kingdom to key institutions in Malawi, Tanzania, Uganda and Zambia - countries rich in biodiversity but poor in financial resources. ICCE already has long-established links with all the four partner organisations.
- by the end of the project period, all 4 institutions will be able to carry out this work on a continuing and self-sustaining basis, both for their own organisations and as a service to others concerned with biodiversity conservation.

All reports, media releases and equipment will bear the Darwin name, logo and approved text.

The production units will be known as *Darwin Publishing Units* and all the educational materials they produce will carry the Darwin Initiative name and logo.

2.2 Give brief details of the main objectives(s) of the project.

To develop self-sustaining design & publication units (Darwin Publishing Units) to support the survival of species in four biodiversity-rich African countries (Malawi, Tanzania, Uganda and Zambia) by:

- enabling key national conservation organisations involved in promoting biodiversity awareness in the selected countries to prepare and print appropriate low-cost education materials
- providing the necessary information technology and delivering specialised training for its use and maintenance
- helping these *Darwin Publishing Units* to become self-sustaining by encouraging other organisations, both government and non-government, to use the facilities to strengthen their own biodiversity public awareness programmes.

2.3 Which overseas institutions, if any, will be involved in the project? Give the names of individuals as well.

Wildlife Society of Malawi - Carl Bruessow, Executive Director
in cooperation with the Department of National Parks and Wildlife

WWF Tanzania Environmental Education Programme (TEEP) - Mary Shuma, Programme Officer

East African Wildlife Society - Uganda Branch - David Mutekanga, Executive Secretary
in cooperation with the Uganda Wildlife Authority and the Wildlife Clubs of Uganda

Wildlife Conservation Society of Zambia - Mwape Sichilongo, Executive Director
in cooperation with the Protected Areas Education Programme (PAEP) and ADMADE

2.4 How has the need for the work been identified?

Through *Education and Communication for Sustainability in Africa (ECoSA)* - a two-year research project undertaken by ICCE for the European Union (DGVIII)

Recommended by a *SADC Wildlife Conservation Education workshop* involving 7 of the countries in the region, including Malawi, Tanzania and Zambia

Through discussions with partners, ICCE trainees (including three of the individuals mentioned in 2.3) and during ICCE field consultancies and research programmes in Africa.

2.5 Will the project include an element of training? Please indicate how many trainees would be involved and from which countries. Would those trained then be able to train others? Where appropriate give the length of any training course. Broadly how many local people will be involved? Give details of any follow-up work with the trainees after the end of the training.

Training is an integral part of this project

- each partner organisation will select one staff member for specialised training in the United Kingdom
- trainees from Zambia and Tanzania have already been identified
- potential trainees have been identified in Malawi and Uganda; final selection will be made after further consultation with the Wildlife Society of Malawi and WWF Tanzania
- all trainees will attend a 4-week specialised *Computer-aided Materials Production Course* at ICCE at the start of this project
- each trainee will be closely involved with the installation of their equipment and receive a further period of on-site training at that time
- a further period (one-week) of on-site training will take place during the second year of the project
- during the project period trainees will pass on some of their skills to their colleagues enabling them to assist in the day to day operations of the Unit; by the end of the project the 4 *Darwin Publishing Unit* managers will be able to advise and assist other organisations with the establishment of similar production units

ICCE will establish an electronic link with each of the organisations involved providing an e-mail connection and enabling information transfer. This will facilitate the provision of both technical advice and sharing of resource materials and information. The electronic link will allow support for the Units not only after formal training has been completed, but on a continuing basis.

2.6 Set out in greater detail the proposed programme of work for which grant is sought. Include the programme's aims and measurable objectives using the attached list of output measures. Give the estimated timing of the achievements.

Timing	Work Programme	Aims & objectives
Year 1		
April - May 97	Agree terms of reference with partner organisations; identify 4 named trainees and agree dates for UK training course	Ensure criteria and conditions of project are clearly understood; find most suitable trainees
June - Oct 97	Trainees work with their respective organisations to carry out biodiversity education needs assessment to identify specific materials to be produced during training course	To encourage trainees to identify priority national biodiversity issues and target groups and possible materials which could be developed during the course
June - Oct 97	ICCE prepares for training course; negotiate preferential purchase of IT design and printing equipment and procure first system for use on UK training course	Identify most competitive source of supply and ensure equipment is in place & thoroughly tested before course starts
Oct - Nov 97	Run 4-week <i>Computer-aided Materials Production Course</i> at ICCE	Provide technical training for 4 nationals from 4 countries for 4 weeks (Code 6)
Nov 97	Confirm dates for installation of design and printing equipment with partners	
Nov 97 - Jan 98	Purchase remaining IT equipment and arrange shipment	Ensure necessary equipment and materials are on site
Jan - March 98	Installation (including electronic links) & associated training for each organisation; monitor effectiveness of electronic links and develop regular reporting procedures	Establish fully operational publishing unit for each country; test electronic support system; ICCE Consultant - 4 weeks (Code 8); 4 national press releases & radio reporting in host countries (Code 15A 19A) Providing physical assets (Code 20)
March 98	Submit collective end of year report to DOE including portfolio of initial work produced	Inform DOE of progress
Year 2		
April 98 - continuing	Monitor progress, provide continuing support and arrange dates for follow-up visit & further training	Address any technical or other difficulties arising
dates to be arranged to match needs and progress	Visit each <i>Darwin Publishing Unit</i> (approx one week each) to review operation, provide further training and strengthen links with, and provision of services for, other national organisations working in the field of biodiversity education	Ensure Units are functioning effectively; further raise level of skills; encourage networking & partnerships with other conservation organisations ICCE Consultant - 4 weeks (Code 8)
March 1999	Prepare Final Report including portfolio of materials produced	Inform DOE of progress; four permanent biodiversity production units (Code 21)

2.7 Give the proposed starting date and duration of the project.

Two years - April 1997 - March 1999

2.8 Is this a new project or the continuation of an existing one?

This is a completely new project

2.9 Do you know of any other individual/organisation carrying out similar work? Give details of the work, explaining the similarities and differences.

We are not aware of any other organisations (or individuals) who are providing appropriate technology and training for the purpose of producing education & information materials to support biodiversity conservation in biodiversity-rich countries.

The Wildlife Society of Zambia is already using this technology (provided through the UK Foreign & Commonwealth Office) and will have a special role in the project. The WCSZ trainee will have valuable experience to share with the other participants. WCSZ is very keen to extend its materials production programme to include the production of biodiversity related materials.

NB: Zambia will therefore not require a full set of IT equipment; the budget does however allow for some upgrading and the provision of consumables.

3. MONITORING AND EVALUATION

Describe how progress on the project will be monitored and evaluated in terms of achieving its aims and objectives, both during the lifetime of the project and at its conclusion. How would you ensure that it achieves value for money? What arrangements will be made for disseminating results? If applicable, how will you seek the views of clients/customers?

Progress will be monitored on a continuing basis by means of regular reporting, through electronic links and by visits (2) to the partner organisations.

During the initial training course the high tutor/trainee ratio (better than 1:4) will enable skills development to be monitored on a daily basis and each trainee will be required to design & produce a range of biodiversity-related materials. At the end of the project each trainee will prepare a report and a comprehensive portfolio containing samples of all materials prepared during the project period. The number and nature of requests for assistance will also provide a valuable indicator of the progress of each trainee.

The Project Director will ensure value for money by locating competitive suppliers for all equipment and expendables, and by establishing fully-functional publishing units which will be able to generate income both by the production of their own materials more cost effectively and by selling specialist services to other organisations.

ICCE Annual Reviews and articles in the ICCE newsletter *Communicating Conservation* will make information about this project available to an extensive international network - including many other organisations working in the field of biodiversity education. A *Low-cost Publishing Handbook* will be produced to make the experience & expertise generated during the project available to other organisations, projects and programmes.

4. INCOME

4.1 What financial support from public sources (Government Department or Agency) does the organisation as a whole receive at present, and from which organisations? What percentage is this of the organisation's total income?

ICCE receives no public funding.

4.2 Please give details of grant you have sought from other public sources for this project.

None.

4.3 Please state other sources of income and amounts to be put towards the costs of the project (including any income from private sponsorship, trusts, fees or trading activity). Include donations in kind eg. accommodation. Indicate any income or donations which are confirmed.

No other sources of income have so far been identified but previous experience suggests that Darwin Initiative Projects are likely to attract additional support.. Whilst it is difficult to assign a cost value to the following ICCE inputs, we believe they will provide significant added value to the project:

- The project will benefit from ICCE's unusual and extensive expertise & experience in the production of a wide-range of biodiversity related materials (especially in the sphere of electronic publishing).
- ICCE will provide the accommodation & associated facilities for the UK training course.
- It will also make available resource materials from the extensive collection of images in the ICCE *Photolibrary* and the ICCE *Biodiversity Clip-art collection* (which includes line drawings of a large number of African species).
- ICCE's regular newsletter - *Communicating Conservation* - will ensure wide coverage and regular reporting

4.4 Briefly describe the arrangements envisaged for meeting the costs of continuing your project beyond any period of Darwin Initiative funding, if appropriate. A clear exit strategy must be provided.

The prime purpose of this project is to establish a self-sufficient materials production unit in each of the four African countries.

By the end of the second year, each *Darwin Publishing Unit* will be able to provide design and production services to a wide range of other conservation organisations.

If properly managed, (provision is made for appropriate management training during the second year of the project) each unit should be able to generate sufficient income not only to cover the costs of staff time, the maintenance & repair of equipment and expendables - but should be able to generate a modest surplus.

ICCE will continue to provide technical advice and modest assistance beyond the life of the project.

5. EXPENDITURE

5.1 Please state gross expenditure on the programme of work (see 2.6). Please work by financial year (defined as April to March), using 1997/98 prices throughout - do not include any allowance for assumed future inflation. Indicate salary costs on Table A and total costs on Table B. For programmes of less than 3 years' duration, enter 'nil' as appropriate for future years. It would be helpful to highlight the areas for which Darwin funding is requested.

Table A

	1997/98	1998/99	
Number of Staff - list each member.			
a) UK	a) Mark Boulton b) Julie Eddershaw c) Vivienne Lloyd-Wood	a) Mark Boulton b) Julie Eddershaw c) Vivienne Lloyd-Wood	
b) collaborators	d) Sue Slatter & other technical consultants as necessary	d) Magdalen Chulu (Zambia)	
Job titles and duties	a) Technical manager b) Administrative support c) Financial management d) Trainer	a) Technical manager b) Administrative support c) Financial management d) Trainer	
% of time each would spend on this work	a) 30% b) 20% c) 10% d/e) 20 days	a) 20% b) 10% c) 10% d/e) 20 days	
Cost of this work			

Expenditure on other costs and then the total costs should listed as below:

Table B

	1997/98	1998/99	1999/2000
Rent, rates, heating, lighting, cleaning			
Postage, telephone and stationery			
Travel and subsistence			
Printing			
Conferences, seminars etc			
Capital items, (please specify) IT equipment - computer, laser printer, scanner, software and digital (copy-printer) - 3 sets			
Other (please specify) Shipping (including packing & insurance)			
Sub-total			
Cost of salaries (from previous table)			
Total of spend*	£86,275	£24,500	

* Grants may be limited to a percentage of the total cost of the project. The Department will look for balancing income from non-public sources (eg. private sector funding, subscriptions, donations fees).

5.2 Please deduct any confirmed income or donations from elsewhere (where this may be costed) and indicate in Table C the amounts of grant requested under the Darwin Initiative.

Table C

	1997/98	1998/99	1999/2000
Income to be deducted	none	none	
Amount of Darwin Initiative funding requested	£86,275	£24,500	

6. CERTIFICATION


On behalf of the trustees/company (delete as appropriate) International Centre for Conservation Education
I apply for a grant of £ 86,275 in respect of expenditure to be incurred in the financial year ending 31 March 1998 on the activities specified in paragraph 2.6.

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 enclose a copy of the organisation's most recent audited accounts and annual report.

Name (block capitals) . Mark N Boulton

Position in the organisation . Executive Director

Signed  Date 28 November, 1996.

Please return completed form to the Department of the Environment, A304 Romney House, Marsham Street, London SW1P 3PY.

Department of the Environment
September 1996