

SEA TURTLE CONSERVATION

Proposal

Sea Turtle Communications, Education and Conservation

Quirimbas Archipelago

Mozambique

**Conservation International
IUCN Marine Turtle Specialist Group
Sindisa Foundation**

January 2006

**Sea Turtle Conservation
Communications, Education and Conservation
Quirimbas Archipelago
Mozambique**

CONTENTS

	Page
Project Summary	3
Goals & Objectives	5
Activities, Methods & Timetable	6
Anticipated Benefits & Outcomes	11
Budget Table	12
Budget Justifications	13

PROJECT SUMMARY

Throughout human history the common perception has been that oceans are inexhaustible, capable of giving and receiving *ad infinitum*. Even today the general public and many of the primary users remain largely unaware that ocean resources are finite and declining rapidly. What is needed is a major paradigm shift in humankind's awareness of our relationship with the sea and in our management of its resources.

By promoting, and implementing, the conservation of a flagship species with which people can empathize, we can also promote the conservation of the ecosystems in which they survive and the sustainable development of coastal and island communities that share and depend on these ecosystems. Sea turtles are one of the most charismatic large marine animals. They are found not only in the deep blue, but on beaches, reefs, grass beds and other areas within reach of humans and are thus one of the best flagships for marine conservation.

Northern Mocambique and the Quirimbas Archipelago, within which lies the Quirimbas National Park, is one of southeast Africa's most significant ecosystems. With 32 islands, extensive coral reefs and beaches and wild terrestrial habitats reaching to coastal dunes and mangrove forests, the area is unusual in that turtles, whales, elephant and lion could, ostensibly, be seen in a single sweep of the eye. Indigenous people pursue their livelihoods as an integral part of this ecosystem.

However, even paradise is not free of the realities of this world. Poverty is widespread, natural resources are over-exploited, there is conflict between people and wildlife, and many species are threatened. Sea turtles are killed for shells and food throughout the Quirimbas Archipelago and, as elsewhere in the world, populations are seriously threatened. All of these factors make the Quirimbas Archipelago a suitable location for the implementation of a significant sea turtle and marine conservation effort.

Conservation International (CI) and the IUCN's Marine Turtle Specialist Group (MTSG) have formed the *Sea Turtle Conservation Awareness Partnership (STCAP)*. This partnership is implementing a sea turtle awareness and conservation campaign in the Indian Ocean–South-East Asian (IOSEA) region to disseminate conservation messages and initiate conservation programmes.

The Sindisa Foundation is assisting current efforts in the area of the Quirimbas National Park to support the integration of ecosystem conservation and the economic development of the local Communities. The focus is on key conservation and socio-economic issues and on the facilitation of coordinated and cooperative efforts by all participants. To this end Sindisa has initiated a project to develop a Conservation Centre on Ibo Island (IICC) as a base for a community-based sea turtle conservation programme that will include conservation education and communications, marine and coastal research and management and alternative livelihoods training.

The circumstances and synergies are obvious, and CI, the MTSG and Sindisa plan to initiate a STCAP programme in cooperation with the National Directorate for Conservation Areas (DNAC), local Government and communities, the Mozambique Marine Turtle Working Group, WWF and other organisations directly involved in issues related to sea turtle conservation.

CI and the MTSG will serve as international funding liaisons for the establishment and operation of the IICC and the community-based conservation programme. Specifically, CI and the MTSG will provide the expertise and training to design and implement the conservation education and communication program.

Sindisa will drive and fund the construction and management of the IICC and the in-country initiation of the “Quirimbas Archipelago Programme” (QAP). It will provide on-site coordination and liaison with National Park authorities, local Government, communities and involved conservation organisations.

In essence, the QAP program will utilize participatory community conservation education, social marketing, and communications techniques to promote marine conservation issues within different sectors of society, focusing on behaviour change for sea turtle conservation. Through participatory planning workshops, stakeholders at both the grassroots and national levels will identify root causes of behaviours impacting sea turtles. The process will identify target audiences and tools to raise awareness, increase knowledge, influence attitudes, advocate for the removal of barriers to change, and provide access and training in livelihood options for people dependent on marine resources for survival.

Program activities will include assessments of target and control sites; participatory planning workshops with local communities and partners; intensive communications and education training for local partners; development and implementation of the conservation education program and communications campaign; and monitoring and evaluation of results. These activities will be integrated with local community participation in protection and monitoring of nests and animals, scientific research, and the development of alternative economic activities that can replace unsustainable behaviours, such as tourism.

The QAP is a STCAP pilot project and will be implemented over a two-year period. Planning, design and capacity-building phases will take place within the first six months; implementation of the campaign and evaluation of its results will take place in the subsequent eighteen months. Long-term support for the ongoing conservation and education / communication efforts will be assessed in the final six months.

The QAP also will be leveraged by an international campaign effort to highlight 2006 as the International Year of the Turtle (YoT) for the Indian Ocean–South-East Asian (IOSEA) Marine Turtle Memorandum of Understanding.

GOAL AND OBJECTIVES

Goal

The goal of the STCAP Quirimbas Archipelago Programme is to increase populations of all sea turtle species by improving levels of protection, changing local human behaviour patterns and creating local support, and generating funding for conservation initiatives.

Objectives

1. Reduce the most critical local threats to sea turtles

The primary immediate threats to sea turtles in the Quirimbas area are fisheries (illegal international gill net, long-line and prawn trawlers) and direct take by island and coastal fishing villagers who use the turtles and their eggs as a supplement to a main diet of fish. Through behaviour-change strategies, the project will reduce both local direct take and the fisheries impact.

2. Build community capacity to manage local populations of sea turtles

Sea turtles are an important local resource. They are also essential to the health of proximal marine ecosystems that support commercial fish species. By providing communities with the knowledge and tools to effectively monitor and manage their impact on sea turtles, the project will create the capacity for resource stewardship.

3. Support the creation and expansion of marine protected areas and their improved management

Marine protected areas are frequently perceived as a potential threat to local livelihoods. Legislation can be difficult to enforce and reserves are often poorly guarded from illegal fishing and other forms of exploitation. However, when designed and managed properly, protected areas can contribute tremendously to both conservation and community development. QAP will increase positive attitudes towards MPAs, and strengthen staff capacity to engage productively with surrounding communities while enforcing against illegal activities.

4. Build political will to meet commitments to international agreements

Mozambique commitments to international conservation conventions are hampered by a lack of public knowledge, capacity and political will. These agreements include the Convention on Migratory Species, CITES and the Indian Ocean South-East Asian Marine Turtle Memorandum of Understanding. The project will influence policy-makers through both direct advocacy and grassroots pressure catalyzed by the campaign.

5. Promote local stewardship of marine biodiversity by using the sea turtle as an ambassador

The campaign will use sea turtles to communicate the broader issues of marine biodiversity conservation such as sustainability, resource management and ecosystem health and its linkages to human wellbeing. It will also use the conservation programme to facilitate similar solutions to other issues of marine resource management.

ACTIVITIES, METHODS AND TIMETABLE

In planning and implementing all the Activities discussed below the National Directorate of Protected Areas (DNAC) and the affected communities will participate or be consulted, as will other stakeholders such as the tourism operators in the area. All activities within the Quirimbas National Park require the approval of the DNAC and District Administrators and outside the Park, that of the DA.

Activity 1

Identify and select members of the project management team and local stakeholder participants

A Programme Manager with relevant technical and training expertise and language skills, particularly English and Portuguese, is a principle requirement to manage the ICC and the overall campaign. That person should be international with a brief to train a local person to the position. The selected Mozambique person will receive training from STCAP on how to design and implement flagship species campaigns with a view to expanding the programme to other key areas of Mozambique.

There is also a requirement for an ICC Manager with communications and education expertise to focus mainly on the ICC and the ICC based element of the programme. Again, an international person with a brief to train a Mozambique counterpart may be appropriate, unless a suitable local candidate is available.

Key local stakeholders will be identified using a “stakeholder matrix” representing various sectors of the target area, including government, QNP management, coastal and island communities, the private business sector, religious leaders and media. This list will be used to identify key participants in program design workshops.

Results and indicators

- Programme managers selected
- Counterpart trainee/s selected
- Stakeholder matrix prepared

Activity 2

Conduct baseline assessment in target and control sites

Sindisa will coordinate a survey to measure current levels of knowledge, attitudes and skills, as well as options and barriers to behaviour change related to sea turtle conservation. The survey will also be used to validate information regarding media and communications options and preferences; test acceptability of the flagship species mascot and assess any other communications, education and conservation programmes conducted in the area. The project team will train enumerators to collect baseline data at selected project and control sites.

Control sites will be chosen on the basis of similarity to the target population and conditions, but well outside the Quirimbas area where program activities will not reach. This information will be processed, analyzed and integrated into participatory planning processes, and information collected at these sites will later serve to measure the program's contribution to the stated objectives.

Results and indicators

- Survey design produced
- Target survey and control areas identified and sample size determined
- Survey team selected and trained
- Survey implemented at site and control areas
- Survey analysis conducted
- Assessment report submitted

Activity 3

Implement two participatory planning workshops

Sindisa will organise two on-site, three-day workshops involving key local representatives to design the conservation education and communication program. In the first workshop select representatives of local, island and coastal communities will analyze local problems affecting sea turtles, evaluate root causes and behaviours, identify key audiences to target, and develop a behaviour change plan that relies on all modes of learning.

In the second workshop, key governmental and NGO partners from the Quirimbas area and from the Mozambique turtle / marine conservation community will use the results of the baseline assessment and the community-level workshop to develop a communications campaign plan. This workshop will be essential for gaining the support and commitment of existing and potential partners who can help QAP scale-up and create an enabling environment for the on-the-ground education program. Both workshops will be facilitated by STCAP who will send two facilitators to lead the workshops and train local staff in the planning methodologies.

Results and indicators

- Participants identified and invited to workshops
- Three-day workshop implemented with rural village representatives to design conservation education program.
- Three-day workshop implemented with existing/potential partners to design awareness campaign.
- **Preliminary project work plan developed**

Activity 4

Develop final Quirimbas Archipelago Programme strategy

The Quirimbas Archipelago Programme will use the survey results and preliminary education and awareness campaign plans, together with a general overview of the area, including maps, a review of biological resources, socio-economic trends and development information, to develop the final strategy. Target objectives, key audiences, activities and products, implementation dates, responsibilities for delivery and assumptions will also be finalised. A monitoring plan will be included and STCAP, Sindisa and DNAC will work in tandem to review the objectives and activities.

Results and indicators

- Measurable programme objectives developed based on survey results
- Plan finalized with approval from STCAP and Sindisa
- Monitoring plan submitted to STCAP and DNAC

Activity 5

Train Quirimbas Archipelago team in conservation communication and education

STCAP facilitators/trainers will remain in Mozambique to teach a communication and education training course for QAP team members and other key partners. The course will focus on core competencies in the field, such as monitoring and evaluation, media outreach, facilitation, formal and non-formal environmental education, production of communication tools (print, radio, video, etc), and community outreach. Depending on the skills of the local team, additional trainers may be contracted as needed to teach components of the course.

Results and indicators

- Training course delivered and assessed

Activity 6

Implement Quirimbas Archipelago Programme activities

The Programme team, with support from STCAP and coordinated by Sindisa, will develop the education program and awareness campaign materials and launch the planned activities. Projects to provide the coastal and island communities with alternative economic options and with the training and equipment to alter destructive fishing techniques that threaten sea turtles and their ecosystem will be designed and initiated. In addition to general conservation education, communication and outreach activities about sea turtle conservation, the implementation stage will include training field workers from participating communities with monitoring and

protection skills, as well as training in alternative livelihood options in select sites. The communications campaign will advocate for the removal of any barriers that might exist to changing behaviour, influence the attitudes and decisions of key policy-makers, and promote and provide information about sustainable options.

Throughout the implementation phase, the Quirimbas team and Sindisa will receive technical assistance from STCAP. Additional support will be given via a site visit from a member of STCAP technical team.

Results and indicators

- Conservation education and communication program tools developed and activities implemented according to plan
- Establishment of alternative livelihood projects with high community participation in training and implementation
- Community participation in sea turtle monitoring. Outfitting and training of local guards.

Activity 7

Conduct a post-project survey to measure results

Changes in local knowledge, attitudes, options, barriers, skills, and behaviour will be measured using a post-activities survey of Quirimbas and the control area. The survey should reveal any changes in the threats to sea turtles and any successes or otherwise in their conservation resulting from the programme.

A final report presenting the Quirimbas Archipelago Programmes' findings and results will be compiled by Sindisa and STCAP, providing a summary of all activities conducted and the impact on sea turtle conservation. The report will also include recommendations for future communication, education and conservation activities to build upon the results of the education and communication programme.

Results and indicators

- Post-activities survey implemented in Quirimbas and control areas
- Survey results analyzed
- Final report compiled including post-campaign results and recommendations for future activities

PROJECT TIMETABLE

2006-2007

2006	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Activity 1		X	X	X								
Activity 2				X	X	X						
Activity 3						X	X					
Activity 4							X					
Activity 5							X					
Activity 6								X	X	X	X	X
Activity 7												

2007	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Activity 7	X	X	X	X	X	X	X	X	X	X	X	X
Activity 8									X	X	X	X

ANTICIPATED BENEFITS AND OUTCOMES

Through the promotion of wider ecosystem conservation issues, along with those related to a single species, flagship species awareness and conservation campaigns have successfully raised the profile of endangered mega-fauna species such as tigers, elephants, whales and gorillas. For example, not long ago, gorillas were perceived as aggressive, nasty and dangerous animals. Today, gorillas are promoted as one of the economic solutions for countries like Gabon and the Congo through their investments in eco-tourism ventures.

The Quirimbas Archipelago Programme will link a dynamic awareness campaign and education programme with a similarly dynamic community based conservation programme that demonstrates beneficial economic options and removes barriers to these options. The program will generate – locally and nationally – increased support for and participation in ecosystem and marine species protection. It will also help build constituencies to create policy changes, legislative reform and new protected areas; elicit private and public sector funding for additional conservation and awareness-raising projects and focus public attention on threatened ecosystems and species. It will shift ocean and coastal resource harvesting behaviour toward more sustainable practices, creating economic benefits and ensuring more successful breeding and survival of sea turtles.

The ultimate outputs of the Quirimbas Archipelago Programme will be to ensure more turtles in the sea and more people living in improved economic circumstances with positive attitudes towards the conservation of sea turtles and the ecosystems they both need in order to survive.

PROJECT BUDGET TABLE**(US\$)**

Item	Budget
1 CI Employee Salaries	20000.00
2 CI Employee Benefits	5000.00
3 International Travel	5250.00
4 Room & Board	6720.00
5 Workshop Participants' Room, Board & Transportation	7900.00
6 Workshop Facility Rental	1800.00
7 Workshop Materials	750.00
8 Campaign Materials and Facilities	111000.00
9 Equipment	14500.00
10 Assessment Survey	8900.00
11 Post-Campaign Survey	8900.00
12 Ibo Island Conservation Centre	10000.00
13 Salaries	68600.00
14	
Total	269320.00

Budget Justifications

1.	CI Employee Salaries	\$ 20000.00
	General technical support and training : 25% x \$ 40000.00 x 2 years	\$ 20000.00
2.	CI Employee Benefits	\$ 5000.00
	25% of salary allocation : 25% x \$ 20000.00	\$ 5000.00
3.	International Travel	\$ 5250.00
	Two CI staff - facilitate planning workshop : 2 x \$ 1600.00	\$ 3200.00
	One CI staff - on-site monitoring : 1 x \$ 1600.00	\$ 1600.00
	Transfer flights : 6 x \$75.00	\$ 450.00
4.	Room and Board	\$ 6720.00
	Two CI staff – 2 workshops room : 2 x 14 days x \$ 75.00 p.day	\$2100.00
	Two CI staff - 2 workshops board : 2 x 14 days x \$ 30.00 p.day	\$ 840.00
	Two CI staff - training board / room: 2 x 14 days x \$ 105.00 p.day	\$2940.00
	One CI staff - monitoring room : 1 x 8 days x \$ 75.00 p.day	\$ 600.00
	One CI staff - monitoring board : 1 x 8 days x \$ 30.00 p.day	\$ 240.00
5.	Workshop Participants' Room, Board and Transportation	\$ 7900.00
	Pemba : Communication planning	\$ 2100.00
	Participants room : 4 x \$ 75.00 p.p.p.day x 3 days	\$ 1200.00
	Participants board : 4 x \$ 30.00 p.p.p.day x 3 days	\$ 600.00
	Participants transport : 4 x \$ 75.00 p.p	\$ 300.00
	Ibo : Education planning	\$ 5800.00
	Participants room : 20 x \$ 50.00 p.p.p.day x 3 days	\$ 3600.00
	Participants board : 20 x \$ 20.00 p.p.p.day x 3 days	\$ 1200.00
	Participants transport : 20 x \$ 50.00 p.p	\$ 1000.00

6.	Workshop Facility Rental	\$ 1800.00
	Three-day education workshop: 3 days x \$ 100.00 p.day	\$ 300.00
	Three-day communication workshop: 3 days x \$ 500.00 p.day	\$ 1500.00
7.	Workshop Materials	\$ 750.00
	Stationery	\$ 250.00
	Shipping	\$ 250.00
	Printing	\$ 250.00
8.	Campaign Materials and Activities	\$ 111000.00
	Posters and displays	\$ 10000.00
	Public events and festivals	\$ 5000.00
	Website	\$ 1000.00
	Radio products and airtime	\$ 5000.00
	Video products	\$ 25000.00
	Training in communications and education	\$ 5000.00
	Conservation education activities	\$ 10000.00
	Training for community monitors	\$ 10000.00
	Training workshops for alternative livelihoods	\$ 30000.00
	Seed funding for alternative livelihoods projects	\$ 10000.00
9.	Equipment	\$ 14500.00
	Desktop computer + printer + scanner	\$ 3000.00
	Laptop computer	\$ 3000.00
	Software (desktop publishing)	\$ 1000.00
	Digital still camera	\$ 500.00
	Power Point projector	\$ 2000.00
	Furniture – accommodation, classroom, office	\$ 1000.00
	Equipment for community monitors	\$ 4000.00

10.	Assessment Survey	\$ 8900.00
	Boat hire : 15 days @ \$ 250.00 p.day	\$ 3750.00
	Fuel : 750l @ \$ 1.00 p.l	\$ 750.00
	Dhow hire : 10 days @ \$ 50.00 p.day	\$ 500.00
	Food : 25 days @ \$ 20.00 p.day x 3 staff	\$ 1500.00
	Lodging : 25 days @ \$ 20.00 x 3 staff	\$ 1500.00
	Enumerators: \$300/month x 3	\$ 900.00
11.	Post-Campaign Survey	\$ 8900.00
	As above for Assessment Survey	
12.	Ibo Island Conservation Centre	\$ 10000.00
	Construction	\$ 10000.00
13.	Programme Salaries	\$ 68600.00
	Programme Manager : \$ 15000.00 p.a. x 2 years	\$ 30000.00
	Education and Training : \$ 12000 p.a. x 2 years	\$ 24000.00
	Accommodation and food : 2 x 730 days @ \$ 10.00 p.day	\$ 14600.00