

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: The Green Connection

Project Title (as stated in the grant agreement): *Climate Change Communication Campaign*

Implementation Partners for this Project:

Project Dates (as stated in the grant agreement): September 1, 2007 – October 31, 2008

Date of Report (month/year): November 2008

II. OPENING REMARKS

Provide any opening remarks that may assist in the review of this report.

Judging from the evaluation process, the overall success of the project is phenomenal. A total of 204 participants attended 11 workshops and 1 meeting in the SKEP area. A total of 900 handbooks have been disseminated and 300 DVDs posted to participants. All participants are using the handbook and have given the second copy they received to friends and colleagues. Many people have spread the word about climate change information, we estimate 3000 people have heard about the workshop information from participants and 1122 people will view the DVD. These figures are actually minimums, as we used very conservative figures (based on a sample of participants' answers) to estimate them and furthermore people said they would distribute the DVD widely to schools and information centres, which would greatly increase the figure. Almost three-quarters of the people are already using the adaptation information or are considering using it.

We can say this project was successful in its approach to, firstly, disseminate information about climate change and adaptations to a wide range of communities and, secondly, in communicating climate change in a model that people could take out to their communities and distribute further.

The only media channel we would not recommend for use in the rural communities of SKEP is the website simply because of the poor access to internet that so many of the communities have. It is however a very useful resource, if continually updated and made dynamic and appealing, to organizations and NGOs working in the area of climate change and who need regular, updated information, particularly those who work in the Succulent Karoo and could disseminate the information to targeted communities.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose: *Enable stakeholders at a local level to gain an Understanding of climate change and its implications for the Succulent Karoo*

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level:	
1. 120 stakeholders at local level participate in capacity building workshops	204 stakeholders at local level participate in capacity building workshops
2. At least 50% of participants use the web-based information system.	At least 53% of participants use the web-based information system

Describe the success of the project in terms of achieving its intended impact objective and performance indicators.

The project exceeded its goals to: (a) disseminate climate change information and adaptations to communities of the Succulent Karoo and (b), develop a useful and effective model of communication for future projects to use in climate change awareness work in this region.

Were there any unexpected impacts (positive or negative)?

We reached, and are still reaching, more stakeholders than we expected, due to the great popularity of the climate change DVD and handbook that we produced. Our evaluation process showed that an estimated conservative minimum of 5000 people will have accessed or read the information we developed for this project by the end of 2009, through the workshops, handbook dissemination, conferences, website and DVD dissemination by the participants.

There was also the unexpected positive development that many participants had observed interesting and potentially scientific data on climate changes in their own environments. This data was assimilated and will be taken further into a new project that will specifically design a research programme that is based on communities monitoring observed changes in their environment and feeding it back to scientists, in order to benefit both communities adaptation potential and the prediction power of climate change science.

IV. PROJECT OUTPUTS

Project Outputs:

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1: Needs Assessment completed for stakeholders in each of 7 local hotspot areas	Needs Assessment completed for stakeholders in each of 7 local hotspot areas.
1.1. 5 participants interviewed in each of 7 target areas reps from local government, agriculture outreach, water affairs reps, emerging farmers, NGOs such as women on farms, local conservation groups, local community groups, will be targeted	30 participants interviewed in total. Reps from local government, agriculture outreach, water affairs reps, emerging farmers, NGOs such as women on farms, local conservation groups, local community groups, will be targeted
1.2. Needs assessment report produced	Needs assessment report produced
Output 2: Capacity building workshops on climate change completed in 7 SKEP hotspot areas	Capacity building workshops on climate change completed in 6 SKEP hotspot areas (two were combined due to the small size and near location of these hotspots and on recommendation of the SKEP CU)
2.1. 7 workshop reports detailing capacity	Combined comprehensive evaluation of 7 workshop

<i>building in different areas</i>	<i>detailing capacity building in different areas</i>
Output 3: Information system in place which enables project participants to access updated information on latest developments in the climate change arena	Information system in place which enables project participants to access updated information on latest developments in the climate change arena – the climatetalk.org.za website is up and running and has been accessed already by participants
<i>3.1. Climate Change information system designed and in place</i>	<i>Climate Change information system designed and in place</i>
<i>3.2. 50% workshop participants access info system twice after the workshop.</i>	<i>Evaluation report indicates that 53% of the workshop participants have accessed the website once after the workshop, 100% of participants have looked at handbook at least once and have given indication that they will use these info systems often in the future</i>
Output 4: Evaluation of the project	Evaluation of the project completed
<i>4.1. Evaluation report showing further specific capacity building needs, reflecting level of satisfaction with information system and level of use of the system</i>	<i>Evaluation report showing further specific capacity building needs, reflecting level of satisfaction with information system and level of use of the system, has been completed. It is evident the project has been very successful in developing a communication campaign.</i>
Output 5: Information pack of climate change related information in Afrikaans, English, isiXhosa (three official languages of the region)	Information pack of climate change related information in Afrikaans, English, isiXhosa (three official languages of the region) – handbook is in all 3 languages, DVD is in English and Afrikaans (to target people with no access to internet), website is in English.
<i>5.1. 30 page hard copy info pack which refers readers to web-based info system and includes how to use web-based system</i>	<i>30 page hard copy info pack has been developed. This provides a broad overview of climate change, and information about adaptation. It also refers readers to a web-based info system and includes a section on how to make best use of the website.</i>
<i>5.2. translations of info pack into Afrikaans and isiXhosa languages</i>	<i>Handbook translated into Afrikaans and isiXhosa languages</i>

Describe the success of the project in terms of delivering the intended outputs.

The success of the project was phenomenal as demonstrated by the evaluation reports. These showed that the overwhelming majority of the people were very pleased with the information disseminated at the workshops (in fact, many requested more workshops in their area); the majority found the handbook useful and would use it in their work and personal lives; the majority learnt something new about climate change and found the workshop model inclusive and interactive; all the participants said they would be able to use the DVD. Finally, participants said they would use the adaptations and would spread the word to their colleagues and friends.

Were any outputs unrealized? If so, how has this affected the overall impact of the project?

Although 53% of the participants (who have internet access) managed to view the website once, not all had seen it twice although people said they would definitely use it in the future. The major reason for this was the delay in the handbook and website finalization due to the power cuts that took place in the early stages of the project. This will not have any major impact on the outcomes of the project as people have been reminded and encouraged to view the website. The only problem with using a website as a tool of communication in the Succulent Karoo is that there is limited access to the internet for most people. In response to this, GC developed the DVD which can be viewed on a TV as well as a laptop. This communication tool then reached out to those communities without access to internet.

V. SAFEGUARD POLICY ASSESSMENTS

Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.

Not applicable

VI. LESSONS LEARNED FROM THE PROJECT

Describe any lessons learned during the various phases of the project. Consider lessons both for future projects, as well as for CEPF's future performance.

Overall, despite the predictions that the Succulent Karoo may be one of the worst affected areas of the country, climate change is not a household word. A key challenge was to make the workshops relevant in order to motivate people to leave their highly important everyday activities, in order to learn about "climate change". However, once at the workshop, the participants raved about the information they gained from the workshops and bemoaned the fact that we were not going to run more workshops for their colleagues. Providing the DVD was a significant response, in that it enabled those participants that did attend the workshop to convey the information they learnt in a format and depth that was not possible without such a tool.

Project Design Process: (aspects of the project design that contributed to its success/failure)

In designing the project, we took into account the following:

- *We did not assume to know what the target participants' needs were*
- *We did not assume everyone had permanent access to internet*
- *The diversity of languages in the geographic area*
- *The range of education levels and literacy of the target audience*

The handbook provided an overview of climate change, referred those with internet access to the website, had a list of references including phone numbers and was produced in the three official languages of the region.

The workshop and materials were designed only after a needs assessment was done. The needs assessment was done through a survey of a variety of rural participants who live and work in the SKEP priority areas.

The workshop design enabled an understanding of climate change using a combination of video, discussion, group work and presentation. This multimedia approach was successful at keeping the participant's interest over an intense period of an entire day. The workshop could be facilitated in all three local languages, depending on the preference of the audience. Generally, a combination of two languages was used.

The workshop also started with the experiences of the participants, how the climate might be changing in their areas and how this might be explained. This was successful because it enabled participants to understand a possible explanation for the changes they have experienced. When looking at adaptation strategies, the project drew on scientific expertise and experiences from Africa and Asia - importantly, such examples are more easily accessible than first world examples which appear to have little bearing on the African situation.

The design also included regular evaluation and monitoring mechanisms. As the workshops were run over a period of 7 months, this enabled changes to be made to the programme in response to the evaluation results of the previous workshop/s.

Project Execution: (aspects of the project execution that contributed to its success/failure)

- The website, although given positive feedback by those who have seen it, is not a viable option to reach most of the Succulent Karoo inhabitants. What it is useful for, is to keep organizations and outreach coordinators (people who are likely to have internet access) up to date with the latest information.
- Although 70% of participants said that they thought a good overall stakeholder representation attended the workshops, there were still many community representatives and stakeholders that did not attend. Although they were invited, and had confirmed (in some cases both verbally and in writing), they did not attend. In response, we learnt to invite twice as many as we people as we had places for, we learnt to triple-check confirmation and work in collaboration with a local champion to drive the invitation process, somebody who knows the local stakeholder intimately and can motivate them to attend. We also found that each geographic area yielded different stakeholders.
- Power cuts were common for the duration of the project due to a low electricity reserve margin. This had led to delays in the handbook development as well as changes to the workshop programme. We had to run our workshops in a rather innovative way – when the power went off, we got several laptops up and running on batteries with the presentation on and divided the participants into smaller groups clustered around each laptop.
- The education levels of the participants varied quite considerably but this added to the value of the workshop for all stakeholders. Those with a high level of knowledge about climate change found it fascinating to learn from people (with little formal education), but who work at the grass roots level, and who have seen “evidence” of climate change already. However, people with extensive knowledge of climate change found the workshop useful as an example of a communication model, and found it useful to share their expertise with others during group work activities.
- After a request from workshop participants for further scientific information, we met with Dr Guy Midgley, a climate change scientist, and recorded a short input from him on the impacts of climate change on the Succulent Karoo. We also met with Dr Gina Ziervogel at UCT, who facilitated two environmental science students to accompany the Green Connection to workshops, and provide input and support to the workshops. Recorded inputs were also obtained from Prof Harald Winkler and Dr Gina Ziervogel. Both these scientists, together with Guy Midgley are part of the South Africa’s international climate change scientist group and could provide very high level insights but adapted to local audience. We also recorded a short insert from Leonie Joubert. She is an environmental journalist who had just written a book that explains climate change in an easily accessible manner.

VII. ADDITIONAL FUNDING

Provide details of any additional donors who supported this project and any funding secured for the project as a result of the CEPF grant or success of the project.

Donor	Type of Funding*	Amount	Date Received	Notes
Climate Action Partnership/DG Murray Trust	C	\$9000	25 September 2008	Project to build on adaptation awareness raising and to assist communities with

				implementation projects that would assist them to adapt to climate change and by so doing contribute to biodiversity conservation.
University of Cape Town	C	\$750	07 October 2008	Workshop for teachers in the Western Cape Education Department. The aim of the workshop was to enable teachers to take the climate change message into the schools. The CEPF materials, the handbook and the dvd, were supplied to each teacher who attended
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		

***Additional funding should be reported using the following categories:**

- A** *Project co-financing (Other donors contribute to the direct costs of this CEPF project)*
- B** *Complementary funding (Other donors contribute to partner organizations that are working on a project linked with this CEPF project)*
- C** *Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF project.)*
- D** *Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*

Provide details of whether this project will continue in the future and if so, how any additional funding already secured or fundraising plans will help ensure its sustainability.

This project will not continue in its present form but will be extended in a new project, partnered by the Climate Action Partnership in South Africa, in the version of developing small scale adaptation projects in the Succulent Karoo.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS
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VIII. INFORMATION SHARING

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned and results. One way we do this is by making programmatic project documents available on our Web site, www.cepf.net, and by marketing these in our newsletter and other communications.

These documents are accessed frequently by other CEPF grantees, potential partners, and the wider conservation community.

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