

## SEPTEMBER 2007 REPORT

Name of Campaign Manager: HEGA Martin Fridolin

### Activities Planned for SEPTEMBER 2007

- Planning second support visit
- Asking for first part of core funds
- Art work designing
- Meeting artist for songs
- Discussing with the priest for sermon sheet
- Scanning and computerising art work
- Pre-testing and translating slogan

### Activities Achieved in SEPTEMBER

- **Activity:** Planning second support visit  
**Production name:** All accommodation and meetings booked

**Comments:** We've planned the second support visit of Adam Murray, my supervisor. We've mainly decided to work on the project plan, the art work and visiting some villagers where we've planned some activities.

- **Activity:** First part of core funds
- **Production name:** Money transfer

**Comments:** We've asked to RARE to send us the first part of core fund for the campaign: 5,000 \$. Our financial manager received those funds for us to begin our activities.

- **Activity:** Art work design
- **Production name:** Final logo and poster drawing

**Comments:** We ask for a famous art designer: LYBEK to produce a picture for the poster and the logo of our campaign. He creates for us 6 pictures which include also some comics for children at schools. It was difficult to find a picture of Giant pangolin alive. We decide to use a drawing for our different printing materials. We decide for that to travel with the designer to the field to give him an idea of the forest and the Giant pangolin.

- **Activity:** Meeting artists for songs
- **Production name:** Official agreement

**Comments:** We've met many musicians and try to convince them to support our campaign without being paid. It was really difficult for them to accept that. We suggest producing Elone song's, Rapp song's and Popular School song's. For each category of songs we need a specific singer. Finally we've obtained the agreement of NDJASSI (Rapp), DESCHANEL (Popular school song). For ELONE we still look forward. We've promised to meet again together and giving them information on the Giant Pangolin and the Monts de Cristal National Park.

- **Activity:** Discussing with the priest for sermon sheet
- **Production name:** Official agreement

**Comments:** We've met the different priest of the region mainly the catholic one. We discuss about the project to produce for us a sermon sheet on conservation. We've tried to look together about the chapters and verses concerning the beauty of nature and the place that God gives to the nature for humanity. He were really concerned about the issue and promise to do the work and when ready we will meet together to see the planning of this activity.

- **Activity:** Scanning and computerising art work
- **Production name:** Scanned and computerised pictures

**Comments:** The printers need computerised images to make all the printings materials we will need for the campaign. We've worked for that with a specialist in the town and also one of our colleagues

*(KEVIN) to help us producing the best poster and logo for the different printings materials and the costume. The work was very nice and our images were ready to be used for printing.*

- **Activity:** Pre-testing and translating slogan
- **Production name:** Final slogan

**Comments:** *We've asked people to select for us some slogans for the campaign. The slogan can focus on the PRIDE and the IMPORTANCE of the forest, the park and the flagship specie (Giant pangolin). Seven (7) slogans were identified and the final one which was chosen is: FIMA: fierte de ma foret (French), FIMA: Pride of my forest (English), FIMA: Egoung y'afan dam (Fang, local language). We've tested all the slogans in the villagers to be sure of the translation and also of the words used. We notice that people recognised themselves in the spirit of the slogan.*

- **Overall Comments:**

*During this month we mainly try to get some key materials of the campaign like the art work and the core funds. Planning the second support visit was important because after that we will really begin to produce our printing materials and finalise the schedule of the campaign. This period is also crucial because the school are ready to begin in towns and rural areas.*

#### **Activities Established for next month:**

- Second support visit
- Preparing radio program guide lines
- Finalize poster and logo
- Adjust project plan
- Constructing board game SONGHO
- Meeting with musicians

- **Pictures attached:**



**LYBEK (designer) in the Monts de Cristal** *(Martin credit photo)*



**LYBEK in black (right) looking a pangolin during our trip** *(Martin credit photo)*

Supervisor to insert comments

- **Monitoring Plan actions:**

Inset comments on any monitoring indicators needed this month.

- **Acknowledgements**

## OCTOBER 2007 REPORT

Name of Campaign Manager: HEGA Martin Fridolin

### Activities Planned for OCTOBER 2007

- Second support visit
- Preparing radio program guide lines
- Pre-testing poster and logo
- Adjust project plan
- Constructing board game SONGHO
- Meeting with musicians

### Activities Achieved in OCTOBER

- **Activity:** Second support visit  
**Production name:** Report on the second support visit

**Comments:** *The second support visit was a very important for me, because we've worked on many subjects. My supervisor, Mr Adam Murray and I mainly decided to work on the project plan, the art work, visiting LOMIN Camp and meeting with some staff. The major part of time, we've worked at the office and spend 3 days in the field visiting Lomin camp. We've finalised my project plan and put it in standard format. We've also worked on the posters and logo design for the CEC. His presence gives me more energy for the rest of the campaign. We've also tried to finalize a schedule for the campaign.*

- **Activity:** Preparing radio program guidelines  
**Production name:** Draft of radio program guide lines

**Comments:** *The radio program is a key activity for the campaign, so we decide to begin to work on this activity by producing a guide line for the program. This guide line will be discussed with the radio station manager. We suggest working every day on the radio with a team of students from secondary school. We will choose some topics and try to explain the importance of CONSERVATION and the role of the campaign. This will help us also to give information on activities running in the villagers.*

- **Activity:** Pre-testing poster and logo  
**Production name:** Final version of logo and poster

**Comments:** *We pre-test our logo and poster in the villages to see if there are mistake or if the colours are well seen. This pre-test were made during our village visit with the CARPE focal point during his visit to Monts de Cristal. We select some villages and key persons to show them what have been done and to ask about the translation in FANG and also about the presentation. We've began this pre-test at WCS office with some colleagues many to look on the French language syntax and also on the place of the pictures and the place of the words. It was an interesting activity, very amazing.*

- **Activity:** Adjust project plan  
**Production name:** Final project plan

**Comments:** *The project plan was completed after the second support visit with the supervisor comments and help. We've tried to work on each section and see what we can finalise*

- **Activity:** Constructing SONGHO board game  
**Production name:** SONGHO board game

**Comments:** *We've asked people in each village to construct their own board game. We decide to select in each village a responsible for this construction and to pay him. We will organise a small championship in each village before the final at MEDOUNEU. We've met many villagers in the*

*different villages and try to explain them the way the competition will be achieved and what we are waiting for them. They were really exciting of the champion ship and happy to take part.*

- **Activity:** Scanning and computerising art work
- **Production name:** Scanned and computerised pictures

**Comments:** *The printers need computerised images to make all the printings materials we will need for the campaign. We've worked for that with a specialist in the town and also one of our colleagues (KEVIN) to help us producing the best poster and logo for the different printings materials and the costume. The work was very nice and our images were ready to be used for printing.*

- **Activity:** Meeting with musicians
- **Production name:** Fact sheet for songs

**Comments:** *We've organised a meeting with the musicians during the second support visit to present each other. The supervisor really appreciates the artists and he gave them assurance about the decision they have made to support conservation. He confirms that there is no money but they will be happy to have been associated in this wonderful project. We distribute to them some fact sheet on the giant pangolin and the Monts de Cristal national park.*

- **Overall Comments:**

*During this month, we really begin to plan and put in place some activities in the villages and with our partners. The second support visit was very important because at this period WCS is facing many internal problems affecting the schedule of the campaign and also the psychology of the campaign manager. We've faced many logistics problems and the difficulty to have a permanent supervisor. His arrival helps to solve some problems and to give the campaign manager assurance that the campaign will continue and confirm the extension of the delay for the return to KENT which is now on JUNE 2008.*

#### **Activities Established for next month:**

- Print materials
- Meetings with Football teams
- Writing proposal for fundraising
- Meeting with musicians

- **Pictures attached:**



**Martin with the musician NDJASSI** *(Adam credit photo)*





**Artisan SONGHO board games for the competition** *(Martin credit photo)*



**Working on activities during the second support visit** *(Adam credit photo)*



**LOMIN camp during the second support visit** *(Adam credit photos)*

Supervisor to insert comments

- **Monitoring Plan actions:**

Inset comments on any monitoring indicators needed this month.

- **Acknowledgements**

- Martin SLABBERT country manager of Lomin
- NDJASSI Ndjass musician
- Constant ALLOGHO national focal point of CARPE

## NOVEMBER 2007 REPORT

**Name of Campaign Manager: HEGA Martin Fridolin**

### Activities Planned for NOVEMBER 2007

- Print materials
- Meetings with Football teams
- Writing proposal for fundraising
- Meeting with musicians

### Activities Achieved in NOVEMBER

- **Activity:** Print materials  
**Production name:** Printing materials

**Comments:** *This activity is very important because the major part of the campaign depends on it. Printing materials are really expensive in Gabon and we need enough materials for the campaign because the area is huge. We decide to print our material in Cameroon where it's supposed to be cheaper. We've gone to Cameroon and succeed to: posters, stickers, badges, table clothes, foot ball team equipment, costume character, calendars etc...*

- **Activity:** Meeting with foot ball teams
- **Production name:** Meeting report

**Comments:** *We've met with the different Foot-ball teams to give them assurance that the championship will begin in January. Many of the players were discouraged because it has been a long time since the period that we gave them balls to begin their training. We discuss about the formula of the championship and decide to play the quarter final, semi final and final only. All the matches will take place in Medouneu stadium. We will have the:*

- hunters team
- sawyers team
- farmers team
- fishers team
- gold miners team
- teachers team

- **Activity:** Writing proposal for fund raising
- **Production name:** Fundraising proposal

**Comments:** *We've began to write a proposal for fundraising. This proposal will be addressed to the private sector of the region. We want them to be involved in the campaign because many of their employees are living in the area. We also need their financial support to succeed in the campaign and try to help them in their need to sustainable managed their activity. We select: Logging (SGG, SEEF), Mining (LOMIN, SOCO, COLAS) and others (CELTEL).*

- **Activity:** Meeting with musicians
- **Production name:** Draft songs

**Comments:** *The draft songs produced by the singers were given to me to appreciate the airing and the words. Unfortunately DESCHANEL still not ready and we ask him to give us his draft song before the end of the year. If this song will not be ready, we will produce only ELONE and RAPP songs. We notice that singers like NDJASSI are very enthusiastic to take part in the project.*

- **Overall Comments:**

*My trip in Cameroon was a success in terms of printing materials and others contacts for future works. We were obliged to work with a private service because of the costumes, so that the private service delivers all the printing materials to GABON without problems of transport and customs.*



For certain material, we will print them in Libreville because there is not a big difference with prices. We hope that the private sector will support our campaign, because we believe that we must communicate with them to help them with our expertise to better use natural resources.

### Activities Established for next month:

- Preparing launch of campaign
- Finishing Module 5 assignment
- Finishing Module 3 assignment
- Sending fundraising proposal
- Addressing a letter to the mayor for the stadium
- Preparing press conference
- Visiting villagers to discuss on the last issues

### • Pictures attached:



**STICKERS**



**TABLE CLOTHE**



**BADGES**



**SPORT EQUIPEMENT**



**TEE SHIRT**



**POSTER**



**Costume character**

Supervisor to insert comments

- **Monitoring Plan actions:**

Inset comments on any monitoring indicators needed this month.

- **Acknowledgements**

- NDONG Kevin, WCS graphic maker

## DECEMBER 2007 REPORT

Name of Campaign Manager: HEGA Martin Fridolin

### Activities Planned for DECEMBER 2007

- Preparing launch of the campaign
- Finishing Module 5 assignment
- Finishing Module 3 assignment
- Sending fundraising proposal
- Addressing a letter to the mayor for the stadium
- Preparing press conference
- Visiting villagers to discuss on the last issues

### Activities Achieved in DECEMBER

- **Activity:** Preparing launch of activities  
**Production name:** Draft schedule

**Comments:** *The official launch of our campaign is planned to be on January 19<sup>th</sup> at Medouneu. We will organise a foot ball match to attract people at the stadium and make some environmental quiz, songs and costume character exhibit. We are preparing invitation to the different stakeholders and partners. We really want it to be a popular celebration, because it's the first time in Medouneu city.*

- **Activity:** Finishing Module 5 assignment
- **Production name:** Assignment complete

**Comments:** *The module 5 assignment on laws has been very busy because the new law on the national parks is just known. For the campaign and for our main goal about bush meat we have two laws the 'Code Forestier' law and the 'Parcs Nationaux' law. We need to make a synthesis of those laws to find the right message to share with people. That was the challenge of this assignment. The other difficulty is that it was deeply technical because for some article you need to understand the spirit of the law.*

- **Activity:** Finishing Module 3 assignment
- **Production name:** Assignment complete

**Comments:** *We've finished also the module 3 assignment on village visit. The delay was too short between the two assignments because since the beginning, with all the difficulties I have faced my schedule was always late. This assignment was very interesting because it was practical and based on the field experience and mainly on the key message to share with the target population and the way to do that.*

- **Activity:** Sending fundraising proposal
- **Production name:** Fundraising proposal letter

**Comments:** *The draft of my fundraising proposal was finalised and I began to send it to the different private companies of the region. This process is very important because we want the campaign to continue after June 2008 until December 2008(1 year). This money will help to achieve the activities that we will not be able to finish in 6 months. We also want private companies to work together to better manage the natural resources. We've succeeded to send the proposal to CELTEL, COLAS; SEEF and LOMIN. We didn't find SOCO and SGG, surely on JANUARY.*

- **Activity:** Addressing a letter to the mayor for the stadium
- **Production name:** Letter complete

**Comments:** *The draft of the letter addressed to the mayor of MEDOUNEU is completed but we didn't succeed to give it to the mayor because the office was closed. We will send it on January.*

- **Activity:** Preparing press conference
- **Production name:** Power point presentation draft

**Comments:** *The first thing to do to prepare the press conference is to prepare my power point presentation of the RARE Pride process in Monts de Cristal National Park. This press conference is important because it can help to explain that there is no confusion between the local election to be organised during the same period and also to make the campaign official for the administration. This press conference can also be important for the future of RARE in Gabon.*

- **Activity:** Visiting villagers to discuss on the last issues
- **Production name:** Report on the debate

**Comments:** *The village visit during the end of this month was organised to finalise the preparation of the campaign in the villages and to have the informal approval of some key persons in the villages, living in Libreville but coming in their village during Christmas. We really need the support of all the villagers for the success of the campaign.*

- **Overall Comments:**

*It was very important to know that the assignments are finished and we will focus on the implementation of the campaign. We've faced many difficulties since the beginning of the process and it's only now that we feel really in the time to achieve the activities without stress. After one year since the KENT based course, our main barriers were:*

- *The fact that there were two park managers for the park*
- *The lack of permanent local supervisor (HAN, LEE, ROMAIN.....)*
- *No vehicle permanently available for the campaign*
- *The campaign is the only activity of the park and I was the unique person to work in the park so I was involved in others key activities important for the future of the campaign (CARPE, ANNUAL report, Administration, 4 WEEC congress etc...)*

**Activities Established for next month:**

- Launch of the campaign
- Sending the last fundraising proposal
- Sending a letter to the mayor for the stadium
- Press conference
- Pasting posters in the villages

- **Pictures attached:**

Supervisor to insert comments

- **Monitoring Plan actions:**

Inset comments on any monitoring indicators needed this month.

- **Acknowledgements**

## JANUARY 2008 REPORT

**Name of Campaign Manager: HEGA Martin Fridolin**

### Activities Planned for JANUARY 2008

- Launch of the campaign
- Sending the last fundraising proposal
- Sending a letter to the mayor for the stadium
- Press conference
- Pasting posters in the villages

### Activities Achieved in JANUARY

- **Activity:** Launch of the campaign  
**Production name:** Program of the launch

**Comments:** *The official launch of our campaign planned to be on January 19<sup>th</sup> at Medouneu, didn't take place on this period. We face some logistics' problems and authority's schedule. The vehicle dedicated to the campaign had some mechanical problems. We succeed to establish a schedule of the official launch of the campaign with the agreement of the chief of district and WCS management. Finally we adopt the date of February, 2, 2008.*

- **Activity:** Sending the last fundraising proposal
- **Production name:** Fundraising proposal letter

**Comments:** *We didn't succeed to meet the last private companies (SOCO and SGG) to present our proposal. We decide to fix it on February.*

- **Activity:** Sending a letter to the mayor for the stadium
- **Production name:** Letter complete

**Comments:** *We personally meet the chief of the district who explains us that the mayor has been suspended until the next municipals elections. He gives us authorisation to organise our official launch and confirm his presence. For now the letter was not urgent but he asks us to let him know about the schedule of all activities.*

- **Activity:** Press conference
- **Production name:** Press conference program

**Comments:** *The press conference that we plane to do was finally cancelled because of the short time for the campaign, the cost and some key personality's schedule. We decide to focus on the official launch at Medouneu with the artists, journalists etc...*

- **Activity:** Pasting posters
- **Production name:** Posters sheet

**Comments:** *To prepare the official launch and to earn time, we decide to distribute printing materials to the people to make them aware and explaining them more about the launch and the campaign activities. We distribute and paste posters, calendars, table clothe, stickers and some tee shirts. For this first distribution we give 500 posters, 200 calendars, 500 stickers, 50 tee shirts and 30 table clothes. For the Medouneu town we ask the members of the Nature Club of the secondary school to help us.*

- **Activity:** Radio Program
- **Production name:** Radio program time line

**Comments:** *To prepare the official launch, we met with radio responsible and adopt the radio program time line and decide to produce our program every Wednesday evening at 6pm. The name suggested is 'NATURE news: the voice of FIMA'. The program will be monitored by the representative of the forest and water department assisted by the Nature Club. The time allowed is 1 hour. The program begins with the announcement of the official launch.*

- **Activity:** Cleaning up the stadium
- **Production name:**

**Comments:** *To prepare the official launch, we were obliged to clean up the stadium with assistance of some employees from the mayor. This operation takes about 3 days.*

- **Activity:** Asking for logistic support
- **Production name:**

**Comments:** *To prepare the official launch, it was imperative to transport artist, journalists and some key personalities from Libreville to Medouneu. For that we ask the logistic support of the private companies like COLAS and LOMIN. They confirm us that they will help with vehicles. We decide to go with 6 artists, 3 journalists, 3 driver and 2 personalities.*

- **Overall Comments:**

*The fact that the vehicle had some mechanical problems got a bad impact on the beginning of the campaign. The vehicle is not yet ready, so we try to use the vehicle available at any time. It's not easy but for now we find any vehicle on the instruction of the WCS Manager who tries to do his best to help us to succeed in our program.*

#### **Activities Established for next month:**

- Official Launch of the campaign
- Sending the last fundraising proposal
- Campaign song's airing
- Football competition schedule
- Songho competition schedule
- Art competition schedule
- Sermon

- **Pictures attached:**



**Vehicle dressed with posters** (photos: Martin)



**Pasting posters in houses** (Photos: Martin)





Table clothe in a 'Bar' (Photo: Martin)



Posters pasted in front of a house (Photo: Martin)

Supervisor to insert comments

- **Monitoring Plan actions:**

Inset comments on any monitoring indicators needed this month.

- **Acknowledgements**

- Martin SLABBERT, country manager of LOMIN
- Olivier MOREAU, Colas HSEQ manager
- Faustin ASSOUMOU ZOLO, Medouneu chief of District
- Godamm, Radio station MED FM responsible
- Club NATURE du CES OBAME NDONG

## FEBRUARY 2008 REPORT

Name of Campaign Manager: HEGA Martin Fridolin

### Activities Planned for FEBRUARY 2008

- Official Launch of the campaign
- Sending the last fundraising proposal
- Campaign song's airing
- Football competition schedule
- Songho competition schedule
- Art competition schedule
- Sermon

### Activities Achieved in FEBRUARY

- **Activity:** Official launch of the campaign  
**Production name:** Program of the launch

**Comments:** *The official launch of our campaign has been organised on February, 2, 2008 at Medouneu stadium. We've organised a football match between the teachers and the students in the Medouneu stadium and a concert with invited artists who have taken part in the CD's production. Njassi (Rapp), Deschanel (popular), Refrain (elone), Mwan mu punu (reggae) were present. We also invite a comedian to wear the costume character during the exhibition. The objective was to present to the authorities and the public our work plan and the schedule. We invite them to support the campaign and to take part in the different activities. We notice the presence of all the administrative staff with the chief of district and about 1 000 to 1 500 people assistant. Our main sponsors send also their representative. The next day the delegation visits the Lomin employees.*

- **Activity:** Sending the last fundraising proposal
- **Production name:** Fundraising proposal letter

**Comments:** *We finally meet the other private companies like SOCO and SGG to present our proposal. We've obtained 6 000 \$ from COLAS, 3 000 \$ from SEEF and 400 \$ from SOCO.*

- **Activity:** Campaign song's airing
- **Production name:** CD's songs

**Comments:** *We personally meet the radio station Med FM chief to discuss about the campaign song's airing during the campaign. We agree that all the songs from the Cd will be aired during the different program of the radio. During our village visit we decide to play also the songs in the bars, restaurants etc... The songs were well appreciated by the public, mainly the Elone and popular songs. All the villagers ask for more copies and for video clip.*

- **Activity:** Football competition schedule
- **Production name:** Foot ball match calendar

**Comments:** *The final football match calendar has been adopted by the different stakeholders taking in consideration the time line and the interest of the people. We decide to insert feminine football competition with 2 teams. For the men we decide to have direct elimination from the 6 teams the first 3 matches (1/4 final), 2 matches (1/2 final) and the final. We want all the matches to be played before June and because of political elections from April 14, to April 27, the final will take place on May 3. Each team will have a responsible and the teams will be dressed by the program.*

- **Activity:** Art competition schedule
- **Production name:** Art competition calendar

**Comments:** *We will organize in each village where we find school an art competition for the students (12-14 years old). The art selected are drawing, poem and songs on nature and the National park. Each school will present his best student during the final before June at Medouneu*

centre. The jury is composed by the headmaster of the different primary schools. The 2 centre selected for the final competition are NKINEN and MEDOUNEU.

- **Activity:** Sermons
- **Production name:** Sermons sheet

**Comments:** Unfortunately the sermons are not ready from the priest because they are always away to the villages. We obtain a new meeting with them on the beginning of March.

- **Overall Comments:**

The fact that the vehicle is still unavailable makes the planning difficult even if we can use another vehicle from WCS. Actually the radio Med FM can't work because of an antenna problem. During the month of April, we will have 2 weeks over because of political elections.

All the printing materials are well appreciated and people really take part in the activities and are very engaged in the debate. We just have a problem because of the short time to introduce the puppet show activity. We plan to use it after June. We will print new materials with private companies' money because in our project we tell them that we will put their logos on printing materials.

#### Activities Established for next month:

- Football matches
- Songho matches
- Art competition activities
- Control group survey
- Laminated maps distribution
- Fact sheet distribution
- Legislation booklet distribution

- **Pictures attached:**



Ndjassi and the staff arrival (photo: Martin)



Vehicle used for the campaign launch (photo: Martin)





Administration staff during the football match (photo: Kevin)



The chief of district shaking player's hands (photo: Kevin)





The public were present (*photo: Martin*)







The Giant pangolin costume character (photo: Innocent)



Ndjassi's interview in Med FM Radio (photo: Martin)



