

CEPF FINAL PROJECT COMPLETION REPORT

I. BASIC DATA

Organization Legal Name: Georgian Center for the Conservation of Wildlife

Project Title (as stated in the grant agreement): Magazine on Nature Conservation in Georgian

Implementation Partners for this Project: Five district based NGOs in Georgia, Nature Print Ltd. (printing) and a number private companies in Georgia advertising in the magazine.

Project Dates (as stated in the grant agreement): 1 September 2006 – 30 March 2009

Date of Report (month/year): March, 2009

II. OPENING REMARKS

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

Project initially planned to produce monthly magazine (12 issues per year) and complete the activities in 20 months, but studies conducted in the initial stages suggested to produce only 6 issues per year and the relevant changes in project duration was requested by the GCCW within the same requested total amount from CEPF (\$45,000), while GCCW's co-funding level has increased to \$80,000.

III. ACHIEVEMENT OF PROJECT PURPOSE

Project Purpose Georgian language periodical magazine - "Beautiful Georgia" established and its sustainability ensured after the project completion.

Planned vs. Actual Performance

Indicator	Actual at Completion
Purpose-level: Georgian language periodical magazine - "Beautiful Georgia" established and its sustainability ensured after the project completion.	
1.1 The magazine issuance reached 8,000 copies by the end of the project.	The circulation reached 5,000 copies. The planned 8,000 was not achieved do to the external circumstances discussed below.
1.2 At least \$ 50,000 value contracts concluded with the private sector companies for advertisements and sponsorship purposes.	\$70,000 value contracts are concluded with the private sector companies for advertisement and sponsorship purposes.

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

The magazine was established successfully – it became very popular and filled the existing gap in printed media of Georgia – no other periodic media targeted nature conservation and environment aspects.

The magazine provides regular information on key environmental issues and topics to decision makers and public. 2,000 copies of each issue was distributed free of charge to all schools of Georgia.

Were there any unexpected impacts (positive or negative)?

The Russia-Georgia conflict in August 2008 and the global economical crises negatively impacted the magazine. First reason affected the circulation – it could not be raised as planned due to political instability in the country. The second reason affected the revenues from advertisements – due to the economical crises many private companies cut the PR and advertisement budgets, and the first component they reduced was the advertisements in printed media.

IV. PROJECT OUTPUTS

Project Outputs: Enter the project outputs from the Logical Framework for the project

Planned vs. Actual Performance

Indicator	Actual at Completion
Output 1: The Georgian periodical magazine publishing started and communicated to key stakeholders and wide public.	
<i>1.1 The project management structure and required equipment is in place by October, 2006</i>	The project management structure was established and all required equipment was purchased as planned.
<i>1.2. The Magazine lay-out is prepared and preliminary materials for starting issuances obtained by December, 2006</i>	The first issue of the magazine was ready in December 2006.
<i>1.3 12 issuances of the magazine produced and communicated to the key stakeholders and wide public by the end of the project</i>	12 issues of the magazine produced by the project. Key stakeholders (government agencies in environmental sector, NGOs) and schools were getting the magazine free of charge.
Output 2: Preliminary strong basis for sustainable issuance of the Georgian periodical magazine created.	
<i>2.1 The magazine fully popularized and advertised at national level by the end of the project.</i>	Various methods were used by the project to popularize and advertise the magazine – big event on launching the first issue, TV advertisements of each issue, news-paper advertisements and reviews, outdoor advertisements (billboards, buses), magazine highlights in special TV programs addressed to printed media review. As a result, the name of the magazine is known by every Georgian.
<i>2.2 At least five long-term partners from the private sector are identified and contracted by the end of the project.</i>	Eleven long-term partners from the private sector are contracted to advertise in the magazine: Peugeot, Swatch, Arsi Ltd., Nature Print Ltd, Nature Product Ltd., Radio Green Wave 107.4, Radio Syndicate 104.3, BP Georgia, Lukoil, Goya Ltd., Aversi Ltd., Geo-Guide Ltd. In addition, there are nine private companies who advertise in the

	magazine, but based on single-issue contracts and not in each issue.
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Describe the success of the project in terms of delivering the intended outputs.

Project had two very clear outputs – initiate the production of the magazine and ensure its sustainability. Both outputs are achieved at this stage - 12 issues of the magazine are produced and long-term partnership with private sector is developed to ensure its sustainability.

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

No.

V. SAFEGUARD POLICY ASSESSMENTS

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

The project had no adverse environmental and social impacts. In opposite, magazine tried to increase public awareness on each individual's role to improve environment – for example, climate change was often discussed with recommendations what can be done to reduce green gas emissions and to increase carbon offset. Eco-tourism and visits to protected areas were promoted in each issue of the magazine. Healy life aspects were frequently discussed also.

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.

We have realized that the periodic media may have really significant impact in raising public awareness on environmental issues, and particularly how these issues can be solved. More investment in such types of projects would make real changes towards societies' attitudes.

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

Two elements of the project design can be considered as the contribution to its success: creation of the product targeted to market (media-market in this case) and the objective to involve private sector. Both this components assisted the magazine to access really broad and diverse audience – projects that produce environmental materials without considering market demand usually fail, because in most cases these materials remain within environmental oriented groups and circles and can not access broader audience.

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

The well-designed project management structure, clear scopes for each involved expert, open floor for partnerships, proper and transparent management of funds – these all contributed to project success.

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 US\$	Notes
GCCW (through various private companies, individuals)	C	\$90,000	This includes contracts on advertising in the magazine (\$70,000) and revenues from selling the magazine (\$20,000).

***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.

GCCW has the definite plan to continue the project – magazine production will be continued after the short break hoping that the economical crises globally and nationally in Georgia will slow down and private companies will again increase their budgets for printed media advertisements. In addition, GCCW carries active fund-raising with various potential donors to obtain co-funds for magazine production.

VIII. ADDITIONAL COMMENTS AND RECOMMENDATIONS

After completing the project, GCCW plans to give the independent legal status to the Magazine, so that it can continue operations as a legal entity. This will give an opportunity to the magazine to obtain new share-holders and by this, ensure its sustainable production. We hope that CEPF is not against to this plan.

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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