

IUCN/CEPF Small Grant Project Title: Develop an On-line Platform for Conservation Volunteers in Yunnan

1. 项目详细材料

| | |
|---|--|
| Project number | Ref1 IUCN Project no: 77636-000 Ref2 Grant Contract no: CEPF-014 |
| Project duration | June 2014 to May 2015 |
| Total project cost | US 2400 |
| Project provided by IUCN | US 19,889 |
| Name of Organization | Kunming Association of Environmental Protection and Public Education |
| Period of Reporting & Date of Report Submission | June to Sept 2014 submitted on 8 Oct 2014 |
| Report Submitted by | Nianshu Mei |

2. 项目进度

| | Deliverable (see Annex 2) | Progress During Reporting Period | Plans for Next Period |
|--|----------------------------------|---|------------------------------|
| Objective 1: <i>Improved understanding of civil society presence in Yunnan, organizational thematic priorities, and capacity needs is used to inform the development of a volunteer-management system.</i> | | | |

| | | | |
|---|--|--|--|
| <p>Activity 1.1: <i>Carry out a survey of civil society organizations in Yunnan (including grass-roots organizations), focusing on thematic priorities, management capacity, and capacity gaps.</i></p> | <p>attachment 1 Gantt chart of project management</p> <p>attachment 2 Invitation for cooperation with Sun Weibang</p> <p>attachment 3 The list of nature reserve areas</p> | <ol style="list-style-type: none"> 1. Project Management and Control In order to make the project easier to execute, we have split the general objective of this project into several sub-objects ordered according to the logical relationship within these sub-objects. Strategies and plans have been carefully considered to reach each and every sub-object. Finally, a Gantt chart of project management is forged, which can be adjusted timely according to actual conditions. 2. Search for partners Due to the volunteer management training Green Kunming has given to some officials of national nature reserve areas in Yunnan Province as the response to their invitation, we have contacted Wang Yue, director of TNC Kunming project, hoping that they can be partner of this project. But TNC Kunming branch indicated that the project had been terminated, so they cannot be involved in this project. We have contacted Yi Tingting, director of FFI Kunming project, hoping to cooperate with Ailaoshan nature reserve area (national level). She expressed welcome to this project and introduced the CEPF Volunteer Platform Project to three reserve area administrations. Shuangbai, as one of these administrations, showed the interest to our project. We have contacted Sun Weibang, director of Kunming | |
|---|--|--|--|

| | | | |
|--|--|---|--|
| | | <p>Institute of Botany, Chinese Academy of Science, hoping to work with them in plants investigation project directed by them to launch CEPF volunteer platform project. Mr. Sun indicated that no close partnership can be built, but they can help introduce our project to regional forestry bureaus and reserve area administrations when they were going to launch the plants investigation project. Two nature reserve areas were introduced to us.</p> <p>We have contacted Yang Fang, director of Forestry Department of Yunnan Province, hoping to cooperate with them. Ms. Yang indicated that the key responsibility of them was not the establishment of volunteer platform, but could send emails to all nature reserve areas within the province to introduce our project.</p> <p>3. Collect the list of organizations. Introducing and sending invitation of this project to each and every nature reserve area administrations by calling and sending emails.</p> | |
| <p>Activity 1.2: <i>Carry out an assessment of how a volunteer-management system could address the capacity needs of civil</i></p> | <p>attachment 4 Questionnaire</p> <p>attachment 5 current situation and requirements of volunteer</p> | <p>We have completed investigations to Ailaoshan, Laojunshan, Malipo and Tongbiguan nature reserve areas, knowing the current situation and requirements of volunteer management.</p> | |

| | | | |
|---|--|--|--|
| <i>society organizations in Yunnan.</i> | management | | |
| Activity 1.3: <i>Carry out surveys of participating organizations to document changes in capacity brought about as a result of volunteer input.</i> | | According to the original plan it will finish at December 2014, so there is no results | |
| Objective 2: <i>An on-line volunteer-management system successfully assigns volunteers to appropriate civil society organizations in Yunnan.</i> | | | |
| Activity 2.1: <i>Design and develop an interactive on-line volunteer management platform.</i> | attachment 6 Sina Weibo: Yunnan Volunteer Reserve joint recruitment platform -- the Yunnan jungle messenger | Introducing an exclusive Weibo for this project, and having it passed the VIP identification of Sina Weibo. (Last post on 5 Dec 2013) http://www.weibo.com/baohuqu Discuss with Blue ocean web design company about how to design a website. | |
| Activity 2.2: <i>Work with interested organizations to develop</i> | attachment 7 announcement compiling reference for volunteer | Based on the volunteer requirements of Ailaoshan and Dehong nature reserve areas, we have compiled "announcement compiling reference for volunteer recruitment" to direct their | |

| | | | |
|---|--|---|--|
| <i>attractive volunteer vacancies.</i> | recruitment | volunteer recruitment. | |
| Activity 2.3: <i>Establish a database of volunteers in Yunnan.</i> | attachment 8 The list of volunteers | Database includes 44 volunteers we have contacted NGO Raleigh China to make sure that they have plans to dispatch volunteers to Yunnan province. | |
| Activity 2.4: <i>Work with prospective volunteers to pair them with suitable vacancies, assist them with interviews, and provide support for local orientation (as necessary)</i> | | According to the original plan it will finish at December 2014, so there is no results | |
| Activity 2.5: <i>Manage a complaints/suggestions mechanism for both volunteers and organizations, and use inputs to improve the effectiveness of the system.</i> | | According to the original plan it will finish at November 2014, so there is no results | |
| Activity 2.7: <i>Work closely with selected organizations</i> | attachment 9 Training materials1 How to plan a volunteer project | The training of volunteer management system for 13 organizations | |

| | | | |
|---|--|--|--|
| <p><i>to assist them in establishing strong volunteer management systems (including job design, recruitment, management, etc.).</i></p> | <p>attachment 10 Training materials 2 Volunteer management system attachment 11 Training outline attachment 12 The list of participants</p> | | |
|---|--|--|--|

3. Major relevant changes in the work plan

It is for personal reason that my family and I will move back to our hometown for good. This would make the continuation of projects at Green Kunming very difficult, if not impossible, in all levels. Since we are a small group with very limited manpower, and I have to focus on completing various administration works before my departure, it is almost impossible to find a successor to sustain the projects as promised in the CEPF grant application. I will submit the terminal report before termination of the agreement.

4. Compliance with CEPF Safeguards (where relevant)

5. Issues and constraints for project implementation

The number of questionnaire received was small. Reasons include: 1. We have spent large amount of time and energy on inviting collaborations with various forestry departments and nature reserves 2. Many nature reserves, particularly those of provincial level, expressed that they had not received as many opportunities on learning and projects collaborations as those national level nature reserves, so they did not understand anything about volunteers programs and their management system. When we approached them for survey, their answer to most of our questions was “we don’t know”. The foundation for volunteering program was not strong enough. We planned to carry

on with more surveys with more nature reserves, however due to the end of this project, we have to end it here and we feel very sorry about it.

6. Changes brought about by the project

Through mass email delivery from the provincial forestry department to individual nature reserves within Yunnan province, and one-on-one phone conversation, some tens of nature reserve management units were aware of the volunteer recruitment platform within the province. And they knew that the platform could help recruit eligible volunteers and advance the volunteers management standard.

Through social media (Wechat, Weibo), sms, calls, etc, Green Kunming currently has more than 900 registered volunteers, 400 Wechat fans, and 4000 Weibo fans. The China offices of some international organisations such as TNC, FFI and Raleigh were also aware of our volunteer recruitment platform and its function in providing volunteering service.

Four nature reserve management units, through interviews, understood their own standard in volunteer management.

Two nature reserve management units learnt to write notice about recruiting volunteers.

Thirteen civil groups, through systematic training, got familiar with volunteering project planning and volunteers management.

7. Communications activities implemented

- Drafting project promotion release, and get it published on WeChat. (See attachment 13)
- Revising the institution leaflet to add project introduction. (See attachment 14)
- Collect the list of organizations. Introducing and sending invitation of this project to each and every nature reserve area administrations by calling and sending emails.

8. Lessons Learned *What were the best ways to achieve the project results? What can be done to better achieve project results? What should be avoided? Record both positive (what worked best) and negative (what did not work) experiences.*

The foundation for volunteering program of most surveyed nature reserves was weak; thus it was hard to achieve good results in one year. If the project could be designed and executed over a period of two or three years, it would be more helpful in terms of organizations' capacity building

9. Photos that illustrate project activities.

Guidelines:

- *Provide a caption for each image*
- *Identify the photo credit - the name of the person or organization to be acknowledged*
- *Submit a copy of the image separately as a high resolution JPEG file. Larger file sizes are preferred.*
- *Name the file using the following format:*
 - *Title of activity in the photo_location_country (c) Photo credit_Year taken*
for example
Aloe vera plantation managed by beneficiary_Puttalam_Sri Lanka (c) K Ekaratne_201



Ms Nianshu Mei talked during a training workshop in volunteers management, Kunming, China. (photo by: Wang Yu-bin)



Group games undertaken during a training workshop in Kunming, China. (Photo by: Wang Yu-bin)



Trainees attended the workshop about volunteers management, Kunming, China. (Photo by: Wang Yu-bin)



Participants of volunteers management workshop gave a presentation during a project design session, Kunming, China. (Photo by: Wang Yu-bin)