



Darwin Initiative

Annual Report

1. Darwin Project Information

Project website	http://www.darwin.gov.uk	19/04/031 <i>A market-led conservation response to the domestic bird-trade in Indonesia</i>
Country(ies)	UK, Indonesia	
UK Contractor	<i>University of Oxford, Environmental Change Institute</i>	
Partner Organisation(s)	<i>BirdLife Indonesia, AC Nielsen Indonesia</i>	
Darwin Grant Value	£196,438	
Start/End dates	<i>July 2005 to July 2007</i>	
Reporting period	<i>1 April 2005 to 31 Mar 2006.</i> <i>Annual report number 1</i>	
Project website		
Author(s), date	Jepson, Paul	

2. Project Background

The project aims to mitigate the negative conservation impacts of the popular bird-keeping hobby on Java, Indonesia. 1-in-5 urban households keep a bird and an estimate 1.5 million are wild-caught¹. The hobby has caused the extinction of Straw-headed bulbul (*Pycnonotus zeylanicus*) in Indonesia and current fashions for Orange-headed ground thrush (*Zoothera citrina*) and White-rumped shama (*Copsychus malabaricus*) may be severely impacting wild populations. At the same time bird-keeping is part of the Javan cultural identity, it generates livelihoods for large numbers of people and is likely to deliver a range of social and health benefits.

More broadly, the transition of Indonesia towards a representative democracy is creating an imperative for international NGOs to re-think the basis of their legitimacy to engage with policy making and represent a conservationist worldview in Indonesia. BirdLife Indonesia wishes to build a public constituency (membership-base) and recognises that to succeed in this endeavour it must build its local networks and understand how Indonesians relate to birds. This project, with its strong focus on knowledge and attitude surveys, is a major initiative in the context of BirdLife Indonesian transition from a partner of the government to a true civil society organisation.

3. Project Purpose and Outputs

The purpose of the project is to improve wildlife trade and species protection policy in Indonesia through an evidence-based assessment of the 'normative' regulatory approach vs. a market-led policy approach. The specific goal is the development of a

¹ Jepson & Ladle, 2005 Bird-keeping in Indonesia: conservation impacts and the potential for substitution-based conservation responses, *Oryx* 39

strategic framework for market-led mechanisms that creates incentives to substitute wild-caught birds with captive-bred alternatives.

More broadly, the social survey techniques used for this assessment in combination with the market-led philosophy creates a 'lens' for BirdLife Indonesia (and the Indonesian conservation movement) to understand public attitudes to birds and their conservation and give an operational meaning to the desire to create a public membership-base (*constituency building*).

The project document defines the following five outputs.

1. Strategic framework to develop and promote substitution of wild-caught birds with captive-bred alternatives
2. Market and consumer analysis of bird-keeping, breeding & retailing conducted and disseminated
3. BirdLife Indonesia staff and university students trained in attitude survey, market & trade chain analysis techniques
4. BirdLife Indonesia volunteer and urban networks strengthened
5. Increased public awareness of ways to reduce the negative conservation impacts of bird-keeping.

We have made a significant change to output 3 by expanding the target of our training to embrace conservationists working in the NGO and corporate sector in Indonesia who are keen to adopt social survey techniques. We made this change because we found significant interest and demand for training in social survey approaches within the Indonesian conservation movement, but limited interest in conservation among university students in west Indonesia (interest seems to have declined in the last 5-years). We anticipate that this switch in focus will enhance the capacity building impact of the project.

4. Progress

The project commenced in July 2004 and has been operational for nine months. Work has been structured around three, ten-day visits by the Project Leader, Paul Jepson (hereafter PJ) in July and September 05 and January 2006. We have focused on a) deepening our insights of the bird-keeping hobby and business through a series of exploratory interviews, focus groups and field visits; b) building a common project vision among partners and mobilising the project team; c) designing the research (assessment) and monitoring approach; and. d) executing the first two significant outputs, namely a training course and 'Omnibus' survey.

The project is generally on track when measured against the agreed base-line timetable. We have completed: the project start-up; established a project steering committee; conducted a literature review on bird-keeping; completed the initial market/hobbyist analysis; conducted a general (omnibus) survey in four cities, and the first training course.

There has been slippage regarding the mobilisation of volunteers to conduct the dedicated attitude survey (which has put this back) and the establishment of a policy consultative group. In addition we have not yet started the supply chain analysis, mainly because of lack of capacity in this area outside local animal-rights NGOs. Set against this, we have restructured and expanded the attitude-survey training component, added a new research and monitoring component based on analysis of a weekly bird-keeping tabloid, and conducted a review and assessment of certification approaches and their relevance to bird-keeping.

The main focus of this first year (9 months) has been on outputs 2, 3 & 4 relating to the market and consumer analysis of bird-keeping, breeding & retailing, training BirdLife Indonesia staff and university students, and strengthening BirdLife volunteer networks, respectively.

Our main achievements under output 2 (market analysis) are as follows:

1. Initial analysis of motivations for bird-keeping, bird-breeding businesses models and the organisation of song contests, as a basis for a focused programme of research and monitoring.

We have visited eight bird-breeders (representing the range of business models), conducted four focus groups of bird-keepers and over 20 in-depth interviews, attended a national bird song contest and analysed the bird-keeping media, in particular a popular weekly tabloid *Agrobis Burung*. This preliminary research has opened our eyes to the potential to connect conservation with urban Indonesian culture and at the same time generated enthusiasm and excitement among the project team. It has enabled us to better shape and structure our approach to understanding the bird-keeping hobby and the efficacy of market-led approaches.

2. A comprehensive research/assessment plan for analysing the various dimensions of bird-keeping hobby designed and under-way.

The research phase of the project is scheduled for completion of in September 2006 in includes the following quantitative and qualitative elements

- i. Study of the cultural dimension of bird-keeping among the Javan Public, by Anton Supriyadi, Sekolah Pascasarjana IPB-Bogor (MSc dissertation thesis)
- ii. Study of the diversity of species, modes of bird-keeping and its socio-cultural role in the area of Bogor. Pujo Setio, program studi Biologi, Program Pascasarjana UI-Depok ((MSc dissertation thesis)
- iii. Assessment of bird-breeding business models contracted to Sujatnika a highly respected free-lancer specialising in conservation and social entrepreneurship.
- iv. Dedicated attitude survey of bird-keeping in four cities. This is a major output of the project, the design (sampling frame and questionnaire) is schedule for completing in mid-May and the survey is to be administered by BirdLife-recruited volunteers over the summer.
- v. Question sets inserted in ACNielsen's regular 'Omnibus survey'. The first question set has been administered (see below).
- vi. Dialogue and survey of bird-breeders to be conducted at PBIs national conference and one or more special workshops. This will be lead by the PBI committee. It will be presented as an exposé/training of certification ideas, which BirdLife staff will follow-up with a structured survey of attitudes to the concept.
- vii. Analysis of song-contest adverts and reports in *Agrobis Burung*. This has three purposes a) to map the distribution of song contests; b) to identify promoters and sponsors of song contests; and 3) to monitor trends in birds entered.
- viii. Analysis of the names of birds entered into song contests as a means to generate additional insights into the interests and aspirations of bird-keepers.
- ix. Further exploratory visits and interviews to understand trends in the popularity of certain species, the links between bird-keeping and Indonesian political culture, and the different worldviews that underpin the desire to keep and own birds (and wildlife more generally).

3. Survey of the economic value of bird-keeping in Java

In November 2005, a set of questions were included in ACNielsen's regular omnibus survey to gain an indication of the economic value of bird-keeping, establish the current incidence of bird-keeping (compared to our 1999 base-line) and explore general motivations. Focusing the first Omnibus survey on the economic value of bird-keeping was a tactical choice: we reasoned that policy makers will take more interest in the project if we can demonstrate that bird-keeping makes a significant contribution to the Javanese economy and generates jobs. The survey generated a minimum figure of US\$159 million and established that 18% of households keep a bird. This last figure was welcomed by journalists reporting on the potential impacts of avian flu in Java, and the ability of BirdLife Indonesia to contribute hard-data on a topic of national debate has enhanced the organisation's reputation and legitimacy.

A paper reporting the findings of this survey is close to completion and should be submitted to a conservation journal in the next two months.

Our main achievements under output 3 (training) as follows:

4. A three-day training course ‘Social survey techniques for conservationists’ attended by 27 Indonesian conservation practitioners from 22 organisations.

The course was organised by BirdLife Indonesia, hosted by CIFOR² and taught by Dr Jepson and Farquhar Sterling (ACNielsen) with a guest lecture from the Indonesian family planning programme. The course outline, list of participants and summary of feed-back questionnaires are attached. The project document proposed training courses for the BirdLife volunteers who would administer the dedicated survey. ACNielsen kindly offered to provide this training at their in-house training centre. This has enabled us to expand the concept of the training towards building capacity in social survey techniques within the broader Indonesian conservation movement through offering a series of three higher-level courses during 2006.

This first course, delivered in January 2006, covered how social surveys techniques can enhance the impact of conservation delivery and the key rules for designing robust qualitative and quantitative (questionnaire) surveys. The second course, scheduled for Mid-may will focus on data analysis, and the third scheduled for September on communicating survey findings. This series of courses is based on a module developed for the MSc in Biodiversity, conservation and management at the OUCE³, which is being improved with the input and engagement of ACNielsen.

The first course brought together conservationists working in four sectors: NGO, government; business and academia. This made for a great exchange of perspectives and our hope is that over the series of courses we can build an enthusiastic network/cadre of conservationists who can develop the potential of social surveys to improve the impact and performance of biodiversity conservation in Indonesia.

5. A review of certification schemes and their applicability to bird-keeping in Java.

This document will appear in BirdLife Indonesia’s ‘Technical Memorandum’ series. These publications are aimed at professionals and policy makers working in Indonesian conservation. The document was prepared by Katherine Hawkins (employed by PJ as a research assistant in Oxford) and based on a literature review and interviews with recognised experts and thinkers in the field. A document on this topic was originally envisaged for year 2 of the project, but we brought it forward because the last year has seen the emergence of an influential government-breeder consortium seeking to legalise and control the breeding and sale of Bali Starling in Indonesia. To satisfy international opinion this consortium will probably need to adopt some sort of certification scheme, which will also be a key policy issues for the present project. The emergence of the Bali Starling consortium/issue creates a window of opportunity for the project to contribute an international overview of certification schemes and principles.

Under this output the project document proposed training in supply-chain analysis techniques. We are encountering problems in taking this forward due to a) the general lack of interest in conservation among students from relevant disciplines and b) the domination of this topic by NGOs and activist groups with an animal-rights leaning. The project has to be very careful in its dealings with the animal rights movement in Indonesia. This is because it is attracting young-people who were school-children at the time of ‘reformasi’ and the student demonstrations of 1998-

² Centre for International Forestry Research located just outside Bogor

³ Oxford University Centre for the Environment

2000, and who are looking to capture the spirit of rebellion through aligning with a cause. Some of these young-people are inclined to adopt more extreme tactics than the original movement. As a result we are still thinking through how best to approach the supply chain element and indeed asking ourselves how important new data on this topic is to delivering the project goals (see note below under section 7).

Output 4 (constituency-building) is primarily the responsibility of BirdLife Indonesia. They have been a little slow on taking forward this aspect of the project. This in part because of the capacity issues described below, but also because BirdLife have realised that they are somewhat out of touch with Indonesian society and know little about the beliefs, attitudes, issues and aspirations that shape the life-worlds of the population. The new insights we are generating on the relationships between people and birds in Java is starting to help BirdLife think more deeply and seriously about its membership/constituency building strategy and I think the impact of this will play out in the next year or two.

Here it is relevant to note that in the last decade the trend of international NGOs has been to convert their representative offices into locally constituted organisations and most have chosen foundation status. Uniquely BirdLife chose to become an association. This creates an imperative to generate a membership and part of the role of this project is to help BirdLife Indonesia think through what this might mean in practice. So for instance, as well as questions designed to test the efficacy of a market-led (substitution) response to bird-keeping the dedicated survey will also include questions on general conservation attitudes.

BirdLife Indonesia has been short on capacity due to staff departures, the difficulty of finding replacements and the demands on staff time generated by the Avian Flu issue and the finalisation of their major initiative to acquire a conservation concession in Sumatra. In addition, the ideas and approaches of this project are new to BirdLife staff and we have needed to overcome some inertia caused by unfamiliarity and nervousness. The staff capacity problem should now be resolved as BirdLife Indonesia recruited a new staff member in February to take responsibility for day-to-day work associated with the project. I (PJ) have established a system of three regular visits a year (Jan, May Sept) to ensure momentum and enthusiasm for the project is maintained and also to build confidence in the approaches and techniques. These visits are followed-up with monthly teleconferences to maintain momentum and help ensure work target dates are met.

Project design and conceptual under-pinnings

Conceptually the project is improving in terms of our understanding of the role of bird-keeping in Javan culture, the design of the research and training components and the potential to link conservation with broader social and economic trends in Java.

We have established one practical and meaningful means of assessing the long-term impact of the project based on analysis of the proportion of 'ring' vs. 'non-ring' class birds entered in song-contests. ('ring' equate to captive bred birds and 'non-ring' to wild-caught birds).

The following insights generated by the preliminary surveys will be investigated further to ascertain their potential to enhance project performance.

1. It appears that Indonesian political regimes patronise bird-keeping as a means to connect with urban constituencies. The Suharto New Order regime (1967-1998) appropriated and promoted the perikutut (zebra dove) and it looks like the present government is aligning itself with the new enthusiasm for keeping song-birds. President SBY is pro-enterprise and anti-corruption. There is an opportunity here to leverage very high level support for promoting captive-bred over wild caught birds.
2. President SBY's government aims to expand the middle class and promote entrepreneurship. The aid agencies are starting up new projects aimed at small business development. Promoting bird-breeding is aligned with these

two policy developments and this creates an opportunity to integrate our project exit strategy with broader aid agendas.

3. Hobbies, such as bird-keeping may play an important function in promoting personal well-being and social harmony. We are picking up comments that song-contest are important spaces for networking and dialogue between different ethnicities and tiers of Indonesian society and that men, in particular, take up the hobby to expand their circle of friends (social capital).

Timetable for the next reporting period

As already mentioned the project broadly has two phases – a research and evaluation phase followed by an execution (campaign/social marketing) phase. We intend to plan this second phase in September 2005 and as a result it is not possible to give a firm timetable for the whole of the next reporting period. If acceptable, we would prefer to include a work plan for September onwards in the next half-year report.

The work plan up until September is summarised below. The core project team now comprises Paul Jepson & Richard Ladle (ECI, Oxford), Peter Wood and Edho Wahsa (BirdLife Indonesia) and Farquhar Stirling (ACNielsen) with Sujatnika (free-lancer) Mada Prana and Ibu Emi (PBI) expected to make more significant contributions during the next reporting.

Task	Target completion date	Lead responsibility (first) & team
Finalise questions dedicated survey pilot	Mid May 2006	Jepson (L), Stirling, Ladle, Wood, Edho plus PBI
Finalise sampling frame for dedicated survey	End May 2006	Jepson (L), Stirling, Ladle, Wood, Edho
Meet with Steering group	End May 2006	Jepson (L)
Pilot questionnaire	Early June 2006	Edho (L)
Finalise questionnaire	Mid June 2006	Jepson (L), Stirling, Ladle
Prepare, organise and deliver data analysis training,	Mid-may 2006	Ladle (L), Jepson & Stirling
Finalise ideas and delivery dates for PB I bird-breeder training/surveys	Mid June 2006	Wood (L), Edho
Produce cage-bird identification pocket guide	Mid June 2006	Edho (L), Wood
Recruit volunteer survey leaders in each city	Early June 2006	Edho (L)
Train volunteer survey leaders in each city	End June 2006	AC Nielsen (L), Edho
Conduct dedicated survey	July- mid Aug 2006	Edho (L), BirdLife volunteers
Data entry & analysis	End Aug 2006	Edho (L), Jepson & Ladle
Collate 1-yr of <i>Agrobris Burung</i> , enter and analyse data	Mid May 2006	Edho (L), Jepson & Ladle
Conducted business survey	Mid Aug 2006	Sujatnika (L), Jepson
Write and publish Tech Mem on social survey techniques using bird-keeper survey as a case study example	End Sept 2006	Jepson (L), Wood, Edho

Submit economic value of bird-keeping article to Oryx	July 2006	Jepson (L) & Ladle
Synthesise evaluation findings as presentation and Tech Mem.	Early Sept 2006	Jepson (L), Wood, Edho
Present to relevant organisations for feedback	Mid Sept 2006	Wood (L), Jepson, Edho
Supervise & support MSc dissertation researchers	Ongoing	Wood (L), Jepson
Plan Phase II of project	Mid Sept 2006	Team

5. Actions taken in response to previous reviews (if applicable)

Not applicable

6. Partnerships

The project is working intensively with BirdLife Indonesia and AC Nielsen and is developing a closer relationship with PBI – the Indonesian ornithological society (which is actually a bird-breeder club).

The project document named Steve Salindho, Head of Country Programmes with BirdLife Indonesia, as the main project partner in the host country. Subsequently, BirdLife Indonesia decided that the project would be better placed within their 'knowledge' division, which is headed by Pete Wood. I (PJ) supported this decision.

I would like to highlight the advantages of working with a commercial market research company (ACNielsen) with 1000 local employees. The more tangible of these are i) access to the know-how, data and frameworks to construct a robust national sampling frame; ii) the offer to train BirdLife volunteers in administering surveys at their company training centre, iii) their progressive ideas of how to communicate survey findings, and iv) their networks. Less tangible is the opportunity to create informal professional relationships between ACNielsen's staff and Indonesian conservationists. Mr Stirling and I see the value of professional friendships crossing sectors and are keen to help extend NGO-corporate relations in Indonesia beyond the senior management.

The partnership with PBI could prove to be more advantageous than anticipated when drafting the project document. At that time I had not realised just how close the project concept was to PBI's vision and agenda, nor quite how established and respected they are among the bird-keeping fraternity. In terms of an exit strategy PBI may be a key partner and I (PJ) need to help them feel greater ownership of the project. This could mean encouraging BirdLife to adopt more of a back seat in publicity which could be a bit of a challenge in the competitive atmosphere of Indonesia NGO politics!

Eight of the participants who attended the 'social survey techniques for conservationist' course were running conservation projects with an existing or planned attitude survey component. The project is sharing materials with Dr Linke at DICE who has a project in Kerinci Seblat, Indonesia, and we have a meeting scheduled for May to explore closer collaboration. In addition, PJ gave the training course mentioned above to WWF-UK's Darwin-funded project 'Conservation of East European Medicinal Plants'.

Finally the project has established an advisory group with the following members: Drs Effendy Sumarjda (Assistant Minister for Environment); Scott Guggenheim (World Bank); Mada Prana (Chairman-PBI), Farquhar Stirling (Head, ACNielsen Asia); Chris Sheppard (Traffic SE ASIA). Unfortunately it has been impossible to get everyone together during one of my visits, and so far I have been meeting/talking to each person individually.

7. Impact and Sustainability

The project design envisaged a period of data gathering and analysis followed by a structured social marketing campaign. We are still in the first phase and widespread promotion of our work would be premature. This said we have been careful to present and discuss our project with grass-root Indonesian environmentalists. In July 2005, I (PJ) gave a talk to the PILI-NGO movement which is forum that brings together intellectuals and activists residing in Jakarta/Bogor. In September, the head of BirdLife Indonesia and PJ travelled to East Java to open a dialogue with the informal leader of the Indonesian animal welfare/rights movement. This went very well and was important because the Indonesian animal rights movement attracts militant radicals (as in the UK). In addition, we have briefed a number of the key policy players (TRAFFIC, USAID, World Bank) on the project.

The project is working to help the Indonesian conservation community understand the different human-nature worldviews in Java and how such understandings might inform the creation of new culturally-specific conservation visions. Conceptually we are located in an emerging school of conservation thinking that emphasises vision and systems and is based on the belief (and a growing body of evidence!) that if these are in place and appropriate the delivery of biodiversity targets will follow.

It is too early in the project cycle to have a satisfactory exit strategy in place.

8. Outputs, Outcomes and Dissemination

Outputs of the project during this first year are summarised in the table below. These are limited as most outputs are scheduled for year 2 and 3 of the project.

In terms of dissemination, the first 18 months of the project is devoted to generating new information on bird-keeping which will be disseminated during the second half of the project. A dissemination/campaign strategy will be devised in September 2006.

Table 1. Project Outputs (According to Standard Output Measures)

Code No.	Description	Year 1 Total	Year 2 Total	Year 3 Total	Year 4 Total	TOTAL
2	3 Indonesians to obtain a Masters degree	2 started	Due			
4A	<i>3-5 Indonesian undergraduates to receive training and conduct trade-chain analysis</i>		Being re-considered			
5	1 BirdLife Ind. staff in survey techniques	1 st course conducted – 4 BirdLife staff trained				
6A	<u>New Output:</u> <i>Indonesian conservation professionals to receive training</i>	25 attended 3-day course in social survey techniques				
6B	6 technique workshops for 20 staff and volunteers		Due			
7	3-5 Technical Memorandum on techniques in BirdLife Indonesia	1 Tech Mem on certification; 1 Training				

	<i>series.</i>	course material annual & powerpoints (Indonesian & English)
8	<i>Project leader, min. of 6 wk/yr; Dr Ladle, min of 2 wk/yr.</i>	Dr Jepson ca 8 wks; Dr Ladle 2 Wks
9	<i>1 Strategic framework for promoting substitution in domestic bird trade.</i>	Not due
10		
11A	<i>1 manual in identification of cage-birds</i>	Due
11B	<i>1 in a peer-reviewed journal</i>	Draft
12A	<i>2 to peer-reviewed journals</i>	
14A	<i>Base-line data-sets of bird-keeping</i> <i>At least 4 meeting of policy groups</i>	1 on economic value & incidence 1 on bird song-contests 1 on birds exhibited at song contest
14B	<i>At least six seminars to bird keeping associations.</i> <i>At least 6, including BirdLife world conf. and CITES.</i>	1 seminar to Indonesian conservation movement
15A	<i>At least 6</i>	I press release/conf erence on incidence of bird-keeping
15B	<i>At least 16</i>	Not due
16A		
17A		
18A	<i>1-2 will be sought</i>	Not due
19A	<i>At least 4 (one in each major city)</i>	
19B	<i>BirdLife vol. attend British Bird-watching Fair</i>	

20	<i>Laptops, camera, av. (£5480) Reference materials</i>	Purchased
21	<i>4 local BirdLife groups established</i>	
23	<i>AC Nielsen (£13300 pro bono), BirdLife (£25075 in kind), ECI/SoGE (£38125 in kind), PHKA.PBI (£3000 in kind)</i>	AC Nielsen (16 questions in Omnibus value – ca. \$5000; Mr Stirling two days training = \$1500

Table 2: Publications

The following two publications have direct relevance to the project, although only the second (Cooney & Jepson) has been written during the period of this grant.

Type *	Detail (title, author, year)	Publishers (name, city)	Available from (e.g. contact address, website)	Cost £
Journals	Jepson, P & Ladle, R (2005,) Bird-keeping in Indonesia . Conservation impacts and the potential for substitution-based conservation responses <i>Oryx</i> . Appendices 39(4)442-449	Oryx	http://www.eci.ox.ac.uk/people/pauljepson.htm	0
Journals	Cooney, R and Jepson, P (2006) The international wild bird trade: what's wrong with blanket bans? <i>Oryx</i> 40: 18-23	Oryx	http://www.eci.ox.ac.uk/people/pauljepson.htm	0

9. Project Expenditure

Table 3: Project expenditure during the reporting period (Defra Financial Year 01 April to 31 March)

Notes on budget expenditure:

10. Monitoring, Evaluation and Lessons

The overall measure of project impact is change in the proportion of wild-caught to captive-bred birds kept by households in Java. The outcome measure is changes in attitudes away from keeping wild-caught birds among the public. We are putting in place base-line surveys on these prior to commencing the campaign social marketing aspect of the project.

The overall goal is to generate a question set which can be included periodically in the ACNielsen data set. The categorisation of birds into wild-caught vs. captive-bred is more complex than it might seem. This summers dedicated survey will created a comprehensive (detailed) base-line which will then be paired down into a shorter set of questions for regular monitoring.

A good measure of attitudes to wild-caught vs. captive-bred birds will be the extent to which the latter replaces the former in song-contests. Published reports of song contests (in AgroBis Burung) is the number of classes of each species and distinguish between whether it is a 'ring' (=captive bred) or non-ring (=wild caught class). If the project has impact then the number of ring classes should increase and the number of classes of wild-caught (esp. conservation concern) species should decline. At the time of writing, BirdLife Indonesia is close to entering this data for a year of AgroBis Burung (published weekly). We will then work out the optimal sample of copies per year to establish a routine monitoring protocol.

The training course was evaluated with a participant feed-back questionnaire. The impact of the training will be evaluated through a questionnaire of course participants six months after the end of the training series and at the end of the project. Key measure will be a) the number of attitude surveys they have conducted; b) the impact of these and c) take up of the approach in their organisation.

11. Reflections

I'm not sure whether I have learnt any original lessons this year, but the project activities have confirmed or strengthened some earlier insights.

The first is that NGOs in Indonesia, even though mostly staffed by Indonesians, are operating in a reality created by international development discourse and are out of touch with popular culture and trends in their own society. Attitude surveys are great way of connecting NGO workers with public constituencies. I found with BirdLife staff (as before with FFI & WWF Romania) that there is initial apprehension about the idea of leaving the office and asking people what they think or want, but once staff over come this their enthusiasm rises and the task of doing an attitude survey can create a burst of ideas, reflection and brain-storming. Related to this, the second reflection is just how little we know about public knowledge and attitudes towards conservation and conservation policies. Building such understandings could significantly enhance the impact of conservation policy, advocacy and education.

The third reflection is the 'capacity crunch' that BirdLife and other internationally branded conservation NGOs in Indonesia are facing. This is a result of a number of factors, including: 1) the number of donors/projects wanting to partner with a legitimate national NGO actor and the heavy reporting requirements of each donor; 2) the inability of NGOs to compete on salaries with the private sector; 3) the shift of vocationally-led conservationists away from branded NGOs to grass-root activist

NGOs (and growing antagonism between these two groups within the conservation movement. The risk of these trends is that the main project partner in the host-country becomes simply a supplier of data and/or works in fits and starts relating to when the project leader from overseas is in town. I haven't yet come up with a solution to this problem (which is not limited to Indonesia) but I think it lies in the recognition that most of the best local conservation talent developed by INGOs in the 1990s is now working free-lance, and we need to create the flexibility and mind-set to bring more of these people into the design and delivery of projects.

OPTIONAL: Outstanding achievements of your project during the reporting period (300-400 words maximum)

■ I agree for ECTF and the Darwin Secretariat to publish the content of this section

The Bird Flu issue has been a major topic of public debate during the period of this report. The BirdLife International Partnership has been inundated by requests for information from journalists, policy makers and fellow conservationists. It has needed to contribute evidence and perspectives to help balance the public debate. One thing this engagement revealed was that we (as a global society) have virtually no information on the incidence of close family-bird interactions.

The Bird Flu issue has been massive in Java for reasons of a) a dense population with chicken as its primary protein source; b) the scale of chicken farming in Java; and, c) a culture of bird keeping. The project included a question set in ACNielsen's⁴ regular Omnibus™ household survey. We established that 19.5% of households in Java's four largest cities keep a bird, and 35% have kept a bird within the last five years. We also estimated that households commonly paid over £5 for a bird and that the bird-keeping hobby contributed a minimum of £100 million to the economies of these four cities. This data, collected in December 2005, was introduced to the Indonesian public debate when the government was airing the possibility of a cull of all pet birds and paying 50p compensation.

The ability of BirdLife Indonesia to contribute this evidence enhanced its standing, credibility and legitimacy among the three stakeholder groups mentioned above. This will help the project when we come to propose a policy shift on domestic bird protection and trade that moves away from a regulatory approach towards a market-led approach. Such a policy change, or the debate surrounding it, might create opportunities for ethical consumerism to develop in Indonesia.

⁴ ACNielsen is a project partner

Annex 1 Report of progress and achievements against Logical Framework for Financial Year: 2005/2006

Project summary	Measurable Indicators	Progress and Achievements April 2005-Mar 2006	Actions required/planned for next period
<p>Goal: To draw on expertise relevant to biodiversity from within the United Kingdom to work with local partners in countries rich in biodiversity but poor in resources to achieve</p> <ul style="list-style-type: none"> • The conservation of biological diversity, • The sustainable use of its components, and • The fair and equitable sharing of the benefits arising out of the utilisation of genetic resources 			
Purpose (insert original project purpose statement) <i>To reduce the conservation impacts of the passion for bird-keeping in Indonesia through the development of a market-led (substitution) mechanism</i>	(insert original purpose level indicators) Strategic framework & charter for promoting substitution Bird-farms commit to breed conservation-concern species Bird-keeper associations commit to promote a conservation ethos Government commits to develop an enabling regulatory framework BirdLife Indonesia develops/facilitates a follow-on project	(report impacts and achievements resulting from the project against purpose indicators – if any)	(report any lessons learned resulting from the project & highlight key actions planning for next period)
Outputs			
(insert original outputs – one per line)	(insert original output level indicators)	(report completed activities and outcomes that contribute toward outputs and indicators)	(report any lessons learned resulting from the project & highlight key actions planning for next period)
1. Strategic framework to develop and promote substitution of wild-caught birds with captive-bred alternatives 2. Market and consumer analysis of bird-keeping, breeding & retailing conducted and disseminated	Policy group active by end of Yr 1 Strategy document written & disseminated by yr 3 Market data & current regulatory framework collated	Advisory committee constituted Approach and methods designed and	Busy travel schedules of Jakarta-based professional make it near impossible to convene multi-agency meetings

	<p><i>Questionnaire survey of attitudes & practices of bird-owners in four cities by yr 2</i></p> <p><i>Analysis of structure & organisation of the bird-keeping fraternity by yr2</i></p> <p><i>Expertise in bird breeding for different species groups assessed</i></p> <p><i>Business model of two bird farms reviewed by yr 2.</i></p>	research underway	
3. BirdLife Indonesia staff and university students trained in attitude survey, market & trade chain analysis techniques	<p>yr 2.</p> <p><i>Supply (trade) chain analysis of three wild-caught species by yr 2</i></p> <p><i>Three Indonesian students complete MSc research.</i></p> <p><i>4-6 technique training workshops for 12-16 staff & students</i></p> <p><i>Surveys and analytical work conducted to professional standard</i></p>	<p>Being reconsidered</p> <p>Two students started</p> <p>One training course completed, second scheduled for May</p>	
4. BirdLife Indonesia volunteer and urban networks strengthened	No of new members, volunteers, & associate bodies	Not yet applicable	
5. Increased public awareness of ways to reduce the negative conservation impacts of bird-keeping.	<p><i>Seminars/panel discussions to bird-keeper associations in 4 cities#</i></p> <p><i>Articles in newspapers & magazines</i></p> <p><i>Radio features and talk-shows</i></p>	<p>Agreement with PBI to include sessions in their national conferences</p> <p>Not yet applicable</p>	

Note: Please do NOT expand rows to include activities since their completion and outcomes should be reported under the column on progress and achievements at output and purpose levels.