

**A public awareness outreach programme
on Snow Leopards for the Kyrgyz Republic**

Final Report

by

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for

The International Snow Leopard Trust

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Community and Business Forum
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International Snow Leopard Trust

Small Grants Program

FINAL REPORT ON SMALL GRANTS PROJECT

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Project title: Raising public awareness on snow leopard

Location: Kyrgyz Republic

The principle goal of the project was to raise awareness of local people, staff of frontier posts, customs and foreign military base on snow leopard, and its conservation. In the framework of the project the following steps were to be executed:

A) TO DISSEMINATE PRINTING MATERIALS: A BOOKLET, POSTER, CARD AND CALENDAR

1) Before dissemination of printing materials there was compiled a questionnaire to assess the knowledge of respondents on snow leopard: range countries, physical features, threats, measures to be undertaken, and so on. The questionnaire has been prepared in Kyrgyz, English and Russian. (The copy of the questionnaire #1 is attached). There were organized meetings with the target groups on informing them in general about the ISLT and CBF conservation activities on snow leopard, goals and objectives of the project. There were questioned the next groups of people:

- Ak-Shyirak and Inilchek in Issyk-Kul oblast;
- in Chatkal rayon, Jalal-Abad oblast;
 - frontier posts:
- Ak-Shyirak, Kara-Sai and Inilchek (Issyk-Kul oblast)
 - customs:
- Chaldybar (Kara-Balta), Bishkek (Georgievka) (are based on the frontier with Kazakhstan)

CBF sent an official letter to Kyrgyz Customs Department with enclosed questionnaire to get a permission letter for questioning staff in Chaldovar and Georgievka Customs posts. The project gained a permission to visit customs posts, and question staff there. Also we've visited Kara-Balta Customs office, supervising Chaldovar post, and met with Kurmanbek, Chief Inspector of the post. We've organized a meeting with customs' inspectors in Chaldovar about ISLT, and CBF, the snow leopard conservation program undertaking in Kyrgyzstan, project goals and activities, and why it was needed to hold questioning. Then we've questioned them.

The same activities were done in Bishkek customs' office supervising Ak-Jol post (Georgievka)

- among foreign military persons:
 - Gansi Military Base (located near Manas airport)

CBF sent a letter to Chief of Gansi Military Base with request to organize a public awareness campaign on snow leopard among soldiers. After having a permission CBF has met with chief staff of the Base: Captain Wally Contreras, Major Tony Hamel, and Chief Bernie Hagl. CBF has informed on ISLT, CBF and their snow leopard conservation programme in Kyrgyzstan. Also told about public awareness program, and why it was needed and the involvement of Military Base into the project. We've discussed the plan of public awareness activities to be held with the Base. We've given them also copies of ISLT and CBF newsletters.

2) CBF has worked out format and design of printing materials: a poster, a postcard, and a calendar, and also a booklet. Then all these materials were given for publication to a print house. The printing materials were distributed among all the above-mentioned groups of people. The distribution list of printing materials is attached to the report.

b) To publish articles on snow leopard ecology and conservation issues and threats in Kyrgyzstan regional newspapers (Issyk-Kul, Osh, and Chui areas)

There was published one article on snow leopard, threats to survival, ISLT and CBF activities undertaken to conserve snow leopard population in Kyrgyzstan in "Issyk-Kul Sabaty" regional newspaper. Also two articles were published in Jalal-Abad newspapers:

C) TO HOLD FOLLOW-UP MEETING WITH TARGET GROUPS

After dissemination of printing materials follow-up meetings were organized to reveal how effective was the public awareness campaign. All the target groups were questioned the second time to find the effectiveness of the project. (Questionnaire #2 is enclosed)

D) TO EVALUATE PROJECT RESULTS

The CBF has used questionnaires #1, and #2 to reveal the project outcome. A sociologist made assessment of questionnaires. Community and Business Forum held assessment of awareness of target groups, and the Center of Social Studies of National Academy of Sciences of Kyrgyzstan processed questionnaires.

There were questioned 236 people: 49 inspectors of Customs offices, 71 state employees, 116 others. The assessment was held in Issyk-Kul oblast, Chui oblast, and Jalal-Abad oblast.

Outcome of the assessment shows the following:

Results of questioning testifies raise of awareness of people on snow leopard by 5 questions: 1) potential snow leopard habitat; 2) prey base; 3) threats of survival of snow leopard in Kyrgyzstan; 4) what threats are the main; 5) punishment for illegal poaching, sale of snow leopard skin and other parts.

PROBLEMS FACED BY THE PROJECT:

The project faced few problems:

- 1) One of target groups were soldiers at Gansi, American Military Base. The project executors met with chief personnel of the base, and provide information about ISLT, CBF and the project. We also gave them questionnaire #1 on snow leopard. Then when printing materials were ready for distribution the staff at the base has changed, and most of soldiers left for USA. And since that it became difficult to contact new staff, and arrange dissemination of printed materials, and organize second questioning.
- 2) The second problem was connected with the next target area: in the project we were planning to cover Irkeshtam and Kok-Art in the South, but unfortunately because of severe natural climate conditions worsened this year by continuous avalanches, landslides in this area there was made a decision to hold public awareness campaign in Chatkal area, which is very rich in snow leopard. By words of Deputy Director of Besh-Aral State Reserve, Kapalbek Sultanbekov, in November, 2002 rangers of the Reserve have met a snow leopard with two cubs.
- 3) In the project there was planned to publish 12-page calendar for dissemination. Design of such calendar and also its printing in multi colors is very expensive, so it was decided to publish more booklets.

ADDITIONAL ACTIVITIES UNDERTAKEN:

One of activities not foreseen by the project was organization of a contest among school-children for the best drawing of snow leopard, and its habitat, prey species, etc. The best picture was taken for the design of a poster.

Also CBF staff has undertaken activities to cover more target groups for dissemination of printed materials. We disseminated materials among FFI SGP recipients in Naryn oblast, and also among local population in Batken oblast, living close to habitat of snow leopard. Also CBF staff has participated at different workshops and seminars with presentations on ISLT activity in Kyrgyzstan: Workshop "Status, Prospects and Ways of Environmental Education Development in Central Asian Countries" (June, 2003, Bishkek), and in the Conference on Community Driven Development (June, 2003, Bishkek), where there were distributed printed materials.

*List of ISLT printing materials' recipients**Issyk-Kul oblast*

<i>No</i>	<i>NGOs</i>
1	Kalkak
2	Shoola
3	Ai-Symal
4	Tort-Kul
5	Kut-Bilim
6	Keremet-Kol
7	Union of protection of consumers' rights
8	Jety-Oguz Aiymy
9	ENEN
10	Ak-Shyirak
11	Karlygach
12	Jylgyndy-Koo
13	Zarna-Ata
14	Kudaimende Booruker
15	Altyn-Oimok
16	Felt Art Studio
17	Barsem
18	Village life
19	Temginetz
20	Sherbet Ene
21	Tooluktar

Naryn oblast

1	Eletaiym
2	Altyn-Kungoi
3	Bazik
4	Sarala-Tash
5	Prodessa-Birlik
6	Karpyk-Ata
7	KJK-Tabiygat
8	Joomart-R
9	Bir-Kalpak
10	Soolubas Bulak
11	Women's Centre
12	Tegerek Kyrchyn
13	Jangyl Myrza
14	Nebere
15	Jashtyk
16	Yiri-Suu

Bishkek

<i>No</i>	<i>Organisation</i>
1	NABU
2	Forestry Agency – (reserves, zakazniks, National Parks)
3	Hunting agencies (all trophy hunting agencies)
4	Gansi Military Base
5	Mining business (KOC, Toktozan, Jerui, etc., Mining Association)
6	State concerns (Kyrgyz Gold, Kyrgyz Oil and Gaz)
7	Research institutions (Kyrgyz National Academy of Sciences, etc.)
8	Educational institutions (Biology and Ecology Faculties)
9	Local governments and schools in Chatkal, Inilchek, Ak-Shyirak, Batken, Naryn oblasts.
10	Frontier posts in Inilchek, Ak-Shyirak, and Kara-Sai villages
11	Customs office in Kara-Balta (Chaldovar), and Bishkek (Georgievka-Ak-Jol)