

# Darwin Initiative – Final Report

(To be completed with reference to the Reporting Guidance Notes for Project Leaders  
(<http://darwin.defra.gov.uk/resources/reporting/>) -

it is

expected that this report will be a **maximum** of 20 pages in length, excluding annexes)

## Darwin project information

Project Reference	426
Project Title	A market-led conservation response to the domestic bird-trade in Indonesia
Host country(ies)	Indonesia
UK Contract Holder Institution	Environmental Change Institute, University of Oxford
UK Partner Institution(s)	Oxford University Centre for the Environment (of which ECI is a part)
Host Country Partner Institution(s)	Burung (formerly BirdLife) Indonesia Pelestari Burung Indonesia ACNielsen Indonesia Aksenta
Darwin Grant Value	196,438
Start/End dates of Project	July 2005 to March 2008
Project Leader Name	Paul Jepson
Project Website	<a href="http://www.burung.org/birdkeeping.php">http://www.burung.org/birdkeeping.php</a> <a href="http://www.pbi.or.id/">http://www.pbi.or.id/</a> <a href="http://www.birdkeeping.blogspot.com/">http://www.birdkeeping.blogspot.com/</a>
Report Author(s) and date	Paul Jepson, with inputs from Pete Wood and Fahrul Amama

## 1 Project Background

The practice of bird keeping in Java and Bali, Indonesia threatens wild-bird populations. Law and enforcement approaches are unlikely to succeed due to limited political will, capacity and public consent. This project developed a non-state, market-based approach aimed at switching consumer preference from wild-caught to captive-bred birds. To this end we generated an extensive knowledge base on the numbers of bird-keeping households and species kept, the contribution to local economies, motivations, and value-chains. We enabled seven communities of practice within the hobby to co-produce a self-governance framework involving certifying and expanding bird-breeding facilities and a social marketing campaign targeting consumers.

## 2 Project support to the Convention on Biological Diversity (CBD)

This project has primarily contributed to three articles of the CBD, namely **Article 6** concerning General measures on the conservation and sustainable use, **Article 9** concerning ex-situ conservation, and **Article 10** concerning sustainable use of components of biological diversity. The project has quantified the scale of the internal trade in wild birds to supply bird-keepers living in cities. Population data is lacking for wild bird populations but the findings of key-informant interviews suggested that the level of trade is unsustainable for many species. This issue is now being addressed through the development of a national system for certifying and expanding bird-breeding (**Articles 6 & 9**) that mobilises the knowledge and networks of bird-breeding, marketing and certification expertise within Indonesia. More specifically the project has developed a voluntary, market based policy approach that aims to reduce the conservation impacts of bird-keeping whilst protecting and strengthening the important cultural, social and economic benefits that the pastime generates. We have mobilised and empowered communities of practice within the bird-keeping fraternity to take action to bring about change from within (**Article 10**).

We have engaged leading private sector organisations in this endeavour, specifically the market research company Nielsen-Indonesia and the bird-food manufacturer, Fancy.

The project supports the CBD Sustainable use focal area. If, as we hope, this project will lead to an increase in the supply of certified captive-bred birds then it will contribute to the indicator titled “proportion of products derived from sustainable sources”. Moreover, if the status of traditional knowledge, innovation and practice is extended to include notions of ‘citizen science’ then the project has significantly expanded understandings and opportunities for knowledge sharing among the urban populous of Java and Bali on the topics such as bird appreciation, bird-breeding, and bird-related enterprises opportunities.

The project supports CITES by developing alternatives to the regulatory policy instruments that characterise this convention but which may be less effective when extended to domestic trade issues. The self-governance policy approach developed by this project provides an alternative (or complimentary) approach that recognises and respects Indonesian cultural practices relating to birds and empowers local actors to lead change. In addition, the large body of data generated on species, numbers of birds in trade, supply chains and the culture of bird-keeping will enable monitoring and capacity groups such as TRAFFIC to develop a deeper and more nuanced understanding of international bird trade issues as they relate to Indonesia.

### **3 Project Partnerships**

The project started as a tripartite initiative of two researchers at the OUCE, the head of Nielsen Indonesia, and Burung (formerly BirdLife) Indonesia who were the host country partner. Once the project commenced, it became clear that the committee of Pelestari Burung Indonesia (PBI) whose constituency includes bird-keepers and breeders, had for some years been pushing the same core agenda as the project, namely to reduce the number of wild caught birds kept and replace these with captive-bred alternatives. Over the course of the project, PBI became a key partner not least because they are highly respected within the bird-keeping fraternity possessing extensive networks and for several years been running a successful system of voluntary accreditation for the judges of songbird contests.

The government conservation agency (PHKA) was an official partner of the project but as the project developed, and in particular as our ideas on self governance took shape, we moved away from involving them in any direct decision-making regarding the project. Our approach was to keep PHKA fully informed of the project through regular briefings and presentations to senior staff teams (3-4 during the project) and informal meetings, but not to present any recommendations that might initiate their direct involvement. We took the view that a voluntary, market-based instrument (VMBI) targeting bird-keeping is more likely to succeed if it first establishes in the non-state domain and that direct government involvement should be sought at a later when there is a clearer idea of what supporting actions are needed.

Burung Indonesia administered the project in Indonesia and did a fine job of organising the household survey, workshops and testing the social marketing campaign. They extended the social research aspect of the project with a series of surveys at song-bird contests involving student volunteers. In addition, they have supported PBI build a web-site incorporating ideas from their own web-site on acting as a knowledge source and repository.

The social enterprise Aksenta, which specializes in strategy facilitation, certification and accreditation became a partner towards the end of the first year. An Aksenta founder is a highly regarded ex-BirdLife Indonesia employee with the ability to operate across networks. He recently facilitated strategic plans for PHKA an several international conservation programmes in Indonesia. Aksenta strengthened the project’s networking capacity, contributed local expertise in certification, mentored BI staff in working with actors outside the government/community world, set up interviews with influential bird-keepers and provided another conduit for informally keeping the Indonesian conservation establishment informed of the work.

The fifth key partner was Nielsen-Indonesia who provided superb support on the social survey and social marketing dimensions of the project. They made senior staff available to contribute to training workshops and to advise on sampling methods and the social marketing campaign. In addition they placed question sets in two of the Omnibus surveys free of charge.

In addition, the qualitative research component of the project identified seven distinct communities of practice (CoP) that influence the practice of bird-keeping either from within or outside. We brought key people in these different communities of practice together in a series of three workshops (and many informal meetings) to discuss the findings of research and discuss ways to mitigate the conservation impacts of bird keeping. These individuals and associations became important partners of the project.

## 4 Project Achievements

### 4.1 Impact: achievement of positive impact on biodiversity, sustainable use or equitable sharing of biodiversity benefits

This project was not designed to bring about a direct change in an element of biodiversity, rather it was designed to develop a policy approach and instrument that would initiate a transition towards more sustainable practices of bird-appreciation and trade that will have an indirect impact on wild bird populations. The overall aim of the project was to create incentives to reduce the number and proportion of wild caught species kept by providing and promoting captive bred alternatives.

With respect to this aim, we see a number of key achievements:

1. The development of an alternative policy approach addressing issues of wild-bird keeping and trade in Indonesia. The project facilitated the development of a prestige led, voluntary market-based instrument that aims to bring about a switch from keeping wild caught birds to captive bred alternatives. This instrument comprises five components: 1) creation of a national system to certify breeders, 2) creation of networks of breeders, 3) promoting the prestige of ring classes at song contests, 4) promoting regular informal communication between breeders, leading hobbyists, bird related businesses and conservation NGOs and 5) a social marketing campaign targeting the general bird keeper. The foundations for all of these components have been put in place during the period of this project
2. Linked to the above, a plan for a system for certifying bird-breeding facilities in Indonesia. This includes a governance structure, standards and criteria, principles for auditors, and financing mechanisms. Fuller details are included in the attached policy brief (Jepson et al 2008). Together these two achievements deepened understanding of the scope and workings of market-based and voluntary governance mechanisms within Indonesian bird-conservation networks.
3. The bringing together of distinct communities of practice within the bird keeping, show and trade fraternity into a large network that is now populated by an eclectic group of citizens prominent in business, bird-breeding science, and conservation. We have created a core network who both support conservation and certification and can see its benefits to the future of their specific interest areas. This network creates the capacity for Burung Indonesia to bridge international conservation governance networks and local networks, and to network across and into new sectors within Indonesian society.
4. An extensive evidence base on the social practice of bird keeping and domestic trade, that includes: 1) quantitative (overview) data on topics such as incidence of households keeping a bird, the species and numbers kept, economic contributions of the hobby, motivations the bird keeping according to the six major cities in Java and Bali and 2) deep insights on the structure, motivations for keeping birds (and giving-up!), and supply chains and trends in bird keeping based on the qualitative interviews. It has put in place a simple systems for monitoring long and short-term trends in bird keeping in the popularity of certain species. The evidence base has contributed substantial new knowledge and insight to international bird conservation network and it has highlighted the knowledge-edge Indonesia possesses in bird keeping and husbandry and the potential for this to contribute to pro-poor growth,. In short it has amplified policy making issue frames.
5. The collection of this evidence base involved extensive training and capacity building among birdlife Indonesia staff, local NGOs, and the network of University linked bird clubs in the six cities. This was created the capacity for local groups to conduct their own attitude surveys

and has put them in touch with locally-based expertise (Nielsen) which they can draw on for informal advice and support.

6. Perhaps more fundamentally, this project i) established the feasibility of NGOs conducting their own large scale and methodologically robust knowledge and attitudes surveys and ii) examining alternative policy instruments prior to their implementation.

#### **4.2 Outcomes: achievement of the project purpose and outcomes**

The project achieved its purposes although not in a manner we envisaged when designing the project. At the beginning we imagined that we might be able to outline a strategic framework - a new way ahead or road-map for talking about the domestic bird trade that key organisations would sign up to. In actuality, we have gone well beyond this and achieved the major milestone of agreeing a system for certifying bird-breeders and the key elements of a policy approach to increase the supply of captive-bred birds and change consumer attitudes in favour of buying these over wild-caught birds.

We have initiated a change in attitudes of leading hobbyists and song-contest organisers towards favouring (or at least wanting to promote) captive-bred birds and created links between Indonesian conservationists and assets that could enhance the impact and performance of conservation delivery. These include access to commercial marketing knowledge residing in international companies in Jakarta, access to communication and networking knowledge of local media companies, access to urban-based entrepreneur and bird breeder networks, and contacts with wealthy businessman including owners of bird food manufacturers) who are interested in sponsoring activities.

#### **4.3 Outputs (and activities)**

The project achieved most of the output as outlined in the logical framework, but because this was an exploratory and interactive some outputs became less valid and others became more important.

#### **4.4 Project standard measures and publications**

A list of publications is provided in Annex 5. A series of three academic papers are in preparation that will position this work within an examination and development of conservation policy approaches and instruments. The idea that alternative policy instruments should be assessed prior to implementation is gaining momentum in broader policy literature but has yet to be discussed in any detail in the conservation literature. The titles and status of the papers is as follows:

Jepson, P & Ladle, R (Orxy in press) Developing New Policy Instruments to Regulate Consumption of Wild Birds: Socio-Demographic Characteristics of Bird-Keeping in Java and Bali by P Jepson & R Ladle

Jepson, P, Ladle, R & Sujatnika (in prep) Re-framing bird-trade policy approaches: an economic profile of bird-keeping in Java and Bali, Indonesia

Jepson et al (not started) A self governance approach and model for the domestic bird trade in Indonesia

The first two papers are big data papers that finish with a discussion of conservation governance. The third will be the key conservation governance arising from this paper and will discuss the self-governance approach that emerged.

In addition the project has prepared a series of Technical memorandum on various aspects of the project aimed for the professional conservation practitioner community in Indonesia. These will shortly appear on the BI website.

Finally, popular articles are in press with Birding Asia and Geographical magazine and we expect more to follow.

#### **4.5 Technical and Scientific achievements and co-operation**

To support the evaluation and development of new policy instruments and build capacity in social survey approaches we conducted a programme of quantitative and qualitative social research. This adopted a mixed methods approach that comprised two phases: 1) a 'thin cut' phase involving exploratory interviews, a questionnaire survey and media analysis to generate overview data on the scale and attributes of bird-keeping and scope out the key-actors, networks and motivations that a policy

instrument would need to influence and 2) a ‘thick cut’ phase involving in-depth interviews and workshops that aimed to reveal policy relevant insights on the contemporary culture of bird-keeping in Indonesia and identify and engage influential actors within the bird-keeper fraternity in discussion on the potential for and scope of a effective and context-specific policy instrument to achieve this end.

This second phase exhibited many elements of action research in that it involved an Indonesian community of practice within the international conservation regime working to understand and engage with other communities involved in the consumption of birds as an economic, social and culture goods. The quantitative first phase was designed to amplify our own framings of bird-keeping and trade issue equip us with a knowledge ‘edge’ of overview figures that would be of interest and relevance to prominent figures in the various bird-keeping communities. The expectation was that this would build our credibility with interviewees in the second phase who would then introduce us to other respondents either closer to those with influence in the hobby or from different parts of the networks of exchanges and appreciation built on wild-caught birds (termed ‘snowballing’). This proposition proved successful and the second phase culminated with a series of three workshops and two working groups that brought together prominent figures in the five main communities of practice in bird-keeping and bird conservation to discuss and develop a certification tool.

**Table: Summary of scientific research and technical cooperation**

Topic	Approach	Sample	Researchers
Knowledge and attitude survey in six cities	Face-to-face questionnaire	Stratified Random	PJ, FS, RL & PW (design) PW + local groups (administered)
Overview of economic value of bird keeping	Face-to-face questionnaire	Question sets in Nielsen-Indonesia omnibus survey	PJ, FS & PW
Attitudes to bird-keeping	Face-to-face questionnaire	As above	PJ,FA FS
	Face-to-face questionnaire	Quota	FA & student teams
Sociology and structure of bird-keeping, songbird-contests and value chains	In-depth interviews	Snow-balling	PJ & S
Motivations for bird-keeping	In-depth interview	Representative, derived from Agrobis Burung	SP & PJ
Trends in birds kept, songbird contests, & issues (for monitoring)	Media analysis	Weekly tabloid newspaper Agrobis Burung: kicau mania e-group	A,Y
Bird-breeding business models	In-depth interviews and site visits	Representative, via PBI	S

Key to personal: PJ=Paul Jepson, RL=Richard Ladle (OUCE), FS=Farquhar Stirling (Nielsen), PW=Pete Wood (BI, now freelance), FA=Fahrul Amana, A= Ahamd, Y=Yopi (BI), S=Shinta Puspetasari (PEKA-Indonesia), S-Sujatnika (Aksenta)

The questionnaire survey was the major research element in terms of the data produced and number of Indonesians involved. A full description of our methodological approach which has been subject to academic peer review will appear in Jepson & Ladle (Oryx forthcoming,). This will communicate the details of how to conduct robust large-scale questionnaire surveys to conservation professionals<sup>1</sup> and will make available to the conservation professionals but the salient points are that: a) We conducted face-to-face questionnaire interviews with 1781 households in six cities (Jakarta, Bandung, Yogyakarta, Semarang, Surabaya and Denpassar) using a stratified random sampling protocol developed and tested by Nielsen-Indonesia for the regular omnibus surveys; b) On account of the incidence of bird-keeping households below that needed for robust analysis of some variables (262) we included a booster sample of a further 192 bird-keeping households selected using the same protocol. c) The questionnaire comprised two parts: the first asked of all respondents and the second asked to only bird-keeping households.

<sup>1</sup> The journal Oryx was chosen because it is the conservation journal most commonly found in field offices of conservation NGOs in Asia at least

The media analysis focused on the weekly bird-keeper Tabloid newspaper *Agrobis Burung* (circulation 22,000) and involved collating data from adverts and reports of songbird contest along with front cover headlines and images. The economic data gathered included number of song contests, highest and lowest entry fees and prizes, sponsors and patrons.

The qualitative (second) phase involved ca 85 in-depth interviews, observations of song-contests (national contest to training events), visits to bird-breeding facilities, bird-markets and kiosks, a wild-harvested system on Bali, a commissioned report on supply chains from a NGOs based in West Kalimantan, workshops with bird-keepers and presentations to other policy actors including the Indonesian Department of Nature Conservation, World Bank, the USAID-EPIQ and Indonesian environmental activist and animal welfare networks (PILI and Profauna).

As well as the 'snowballing' approach mentioned above we conducted two more structured interview surveys to strengthen representation. The first conducted between September 2006 and February 2007 involved visits to 7 bird-breeding facilities representing five distinct bird-breeding identified from exploratory interviews. The second conducted in January and February 2007 was a telephone survey of 14 prominent hobbyists and 4 trainers representing the four provinces of Java and Bali and identified from *Agrobis Burung*. The remainder of the interviews were conducted during six, one week periods between 2006 and March 2008. After each period (and sometimes interviews) hypothesis and models were developed and knowledge gaps identified which were tested and filled during subsequent periods.

## **4.6 Capacity building**

### **4.7 The strengthening and expansions of PBI's bird-breeder networks Sustainability and Legacy**

The project has conducted the most in-depth study ever of the social practice of bird keeping and trade in Java and Bali (indeed it is the most in-depth study conducted anywhere in the world). This achievement will be an enduring legacy because it will create a benchmark against which future trends (both in the social practice and the bird species involved) will be monitored and evaluated.

Prior to the project we (the Indonesian bird conservation community) thought we knew something about the social practice of bird-keeping. This project demonstrated just how little we knew about the hobby and how blinkered and ill-informed were previous policy positions on bird-trade and keeping in Indonesia. It has impressed on all concerned the benefits of a structured examination of a policy issue and the value of social science approaches in creating more open-minded, tolerant and flexible approach to conservation practice.

Among academics and practitioners there is increasing talk of more 'bio-cultural' approach to conservation that blends perspectives and methodologies from the natural and the social science. This project may come to be seen as one of the early examples of this move and the series of three academic papers (see below) will be positioned in this frame. The need to embrace culture in conservation is gaining momentum within Birdlife International. There will be a birds and people session at their forthcoming World Conference in Argentina and award winning author Mark Cocker is working with BirdLife International on a web-based forum leading to a groundbreaking book about the cultural importance of the world's birds to be published in 2012. Insights from this project are being fed into this project and are likely to feature quite prominently in the thrush section for instance.

A second enduring legacy of this project should be the networks and sense of mutual respect and understanding which has been created between the song-contest hobbyists, bird-breeders, bird-food producers, conservation and media communities of practice in bird-keeping. Previously the *Agrobis Burung* editor was the node linking each Community of Practice but now many cross links between each community. It is hard to predict what might arise from this but one example indicates its potential. The organiser of the Jakarta national songbird competition is a successful entrepreneur who is always looking for an edge for his competition. He is now talking about a national bird festival that expands the song contest idea to embrace breeding, conservation and the art dimension of birds and culture.

Of course the big hope is that bird-breeding, certification and the voluntary governance approach will take off and embed in the culture and practice of bird-keeping, show and breeding in Indonesia.

There are a number of lessons that can be drawn from this project:

- The first, and perhaps most important, is that there is enormous capacity for conservation in the cities of Indonesia. There are large public sentiment pools and prominent citizens who are open to conservation agendas and who are willing to commit their support and resources.
- The second is that it possible to conceptualise alternative policy approaches to bird trade and develop voluntary governance approaches. However, conditions in Indonesia were 'ripe' for such an approach. The PBI had already set the foundations, the social practice has a structure and opinion makers and businessmen are aware of trends towards ethical markets and social entrepreneurship and were willing to change.
- The current conservation project model with its quite prescriptive structures is not well suited to pursue project that engage actors outside the government, international agency, NGO nexus. This is because they operate in quite different ways. However, our partnership with entrepreneurs and prominent provided numerous valuable ideas and insights citizens that helped us to innovate in conservation delivery.
- Related to this the project was exploring an approach to conservation very different the normal mode of conservation practice in Indonesia which is focused on advising government officials and acting as an interface between government and villagers. We sought to work with a broader range of social actors many of whom are well educated and/or successful entrepreneurs. The style and pace of work expected by these actors was quite new for those of us working within the more bureaucratic transnational governance networks comprising international agencies, the state and NGOs.
- University-linked bird clubs found it easy to attract volunteers to help with questionnaire surveys. This was because they saw themselves contributing to an environmental cause but developing a skill (experience in marketing) that would be attractive to future employees in the commercial sector. A questionnaire survey also has a clear end and outcome.

#### **4.8 Darwin identity**

The project was referred to as 'the Darwin project' amongst the project partners. The Darwin logo was displayed prominently on powerpoints used in training courses and presentations and also on the Technical memorandums arising from the project. The support of Darwin has been (and will continue to be) acknowledged in publications arising from this project

In addition, BI Indonesia has produced a leaflet on the project which includes the Darwin logo (attached). This is one of 5-6 such leaflets which introduce, and profile the work of the BI and which the distributed to potential donors, partners and at international events such as the Bali Conference of the UNFCCC and the forthcoming Birdlife International World Conferences where BI has a presence

There is no great understanding of the Darwin Initiative within Indonesia outside international conservation networks. One challenge for promoting DI in Indonesia is that, Indonesian's immediately think of the town of Darwin in Northern Australia and knowledge of Charles Darwin and his contribution may be limited. In short our cultural icon is not theirs!

### **5 Monitoring and evaluation**

The project was fortunate in being chosen for a mid-term review. This provided an invaluable opportunity to reflect on progress and receive external advice and comment. The review did help produce a revised log-frame and whilst we included parts of this in our work plans (e.g. development and test of the social marketing campaign) in the end we did not adopt the revised new log-frame. This was for three main reasons 1) shortly after the MTR the interview research moved significantly closer to the leaders of key communities of practice and the opportunity to mobilise these became apparent, 2) the project leader from Burung Indonesia left leaving a bit of a hiatus for a few months and 3) the original log frame as worded provided the flexibility to allow for new circumstances, insights and opportunities to guide the project.

#### **5.1 Actions taken in response to annual report reviews**

So far as we are aware we have responded to all the reviewers comments.

## 6 Finance and administration

### 6.1 Project expenditure

The breakdown by original expenditure categories is tabulated below. At the end of FY 06/07 Burung Indonesia had a large carry over of funds already transferred. This, in combination with the pulse of activities as the project came to a climax in the last quarter has complicated the process of tracking budget lines. However we believe the following report to be correct carrying a large

#### AFRIYW0 - Darwin Initiative

	Budget 05-06	Actual Spent 05-06	Budget 06-07	Actual Spent 06-07	Budget 07-08	Actual Spent 07-08	Notes
Staff Cost ECI	9042	6650	9848	9029	10867	2190.43	Dr P Jepson
RA - ECI	2583	1927	2890	1340	2427	1884.34	J Burgar,S Adwick
Bird Life Salaries	11270	11270	12,270	12270	12359	9664.72	Bird Life Collaborator
<b>Total</b>	<b>22895</b>	<b>19847</b>	<b>25008</b>	<b>22639</b>	<b>25653</b>	<b>13739.49</b>	
Rent, Rates Heating etc	7676	7676	7907	7315	8146	7371.3	
Postage Telephone							
Stationery	1058	1017	1050	572	1058	330.02	
Travel & Subsistence	9527	9527	10480	10784	7713	4779.34	
Printing	1000	1000	2000	2000	1007	2199.97	
Conference	5650	5650	5150	5150	6345	1280	
Equipment	4520	4520	960	0	0	0	
Student Bursaries	6000	3000	6000	6000	6000	4786	
Consultant Budget	2400	2400	2400	1700	2400	2400	
BirdLife Management Fee	5000	5000	5000	5000	5000	5000	
Others					280		07
<b>Total</b>	<b>65726</b>	<b>59637</b>	<b>65955</b>	<b>61160</b>	<b>63602</b>	<b>41886.12</b>	

### 6.2 Additional funds or in-kind contributions secured

Nielsen-Indonesia extended its contribution by places an additional question set in its Omnibus survey and making available senior staff for advisor meetings and presentations at workshops.

CIFOR provided rooms for training workshops free of charge

### 6.3 Value of DI funding

All of what we've talked about above! We can't imagine any of this happening without the support of the Darwin Initiative.

## Annex 1 Report of progress and achievements against final project logframe for the life of the project

Project summary	Measurable Indicators	Progress and Achievements April 2007 - March 2008	Actions required/planned for next period
<p><b>Goal:</b> To draw on expertise relevant to biodiversity from within the United Kingdom to work with local partners in countries rich in biodiversity but constrained in resources to achieve</p> <ul style="list-style-type: none"> <li>• The conservation of biological diversity,</li> <li>• The sustainable use of its components, and</li> <li>• The fair and equitable sharing of the benefits arising out of the utilisation of genetic resources</li> </ul>		<p>Established a change community to establish a prestige-led, voluntary governance mechanism that will promote the sustainable use of bird biodiversity in Indonesia and mobilise the genetic resource (a set of species with exceptional vocal capabilities) in support of pro-poor growth and creation of more, better jobs.</p>	
<p><b>Purpose</b> To reduce the conservation impacts of the passion for bird-keeping in Indonesia through the development of a market-led (substitution) mechanism</p>	<p>Strategic framework &amp; 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</p>	<p>The report on governance and standards and criteria for certification represents a charter to which key actors have signed up. Bird-breeders and breeder associations are supportive of this. The wider policy approach (with five key elements) represents the broader framework. BI has not developed a follow-on project yet because the finance for funding the test certification may be available within the bird-keeper fraternity. A proposal for funding to conduct a study of thrush chick harvesting has been developed in conjunction with the Yogyakarta-based bird NGO Kutilang who will shortly submit to the Rufford small grants programme..</p>	<p>Resources for a test certification of groups of bird-breeders.            Resources for training local certifies and launch of training system            Study of sustainability of thrush chick harvesting on Bali</p>
<p><b>Output 1.</b> Strategic framework to develop and promote substitution of wild-caught birds with captive-bred alternatives</p>	<p>Policy group active by end of Yr 1            Strategy document written &amp; disseminated by yr 3</p>	<p>A initial policy group involving BI, PHKA, TRAFFIC PBI, World Bank etc was formed but this only met once as a group due to diary difficulties. More importantly, a certification working group was formed following the recommendation of three regional workshops on certification/sustainability. This working group represents the various communities of practice in bird-keeping.</p>	
<p>Activity 1.1 Development of a conceptual framework for a self-governance approach to the issues</p>		<p>This was an iterative process whereby the research deepened our understandings of the issues and built a network of individuals and organisations active in bird-keeping and trade and my (PJ) research and teaching on governance in Oxford informed ideas of approaches what might be possible.</p>	

<p>Activity 1.2. Three regional workshops (Yogyakarta, Surabaya and Jakarta) on certification and potential for substitution-based results</p>	<p>These workshop brought together for the first time different groups within bird-keeping, notably the song-contest organisers, breeders and bird food companies (who sponsor the former). We reported back the findings of the surveys and debated the merits of certification and promoting captive-bred birds in preference to wild-caught birds. These workshops were reported on in the bird-keeper newspaper, Agrobis Burung and the final Jakarta workshop called on the project to form a certification working group to develop a certification system</p>		
<p>Activity 1.4 Workshop for bird –breeders (see also 5.1)</p>	<p>The project supported three PB workshop for bird-breeders. The third, in February 2008 was particularly significant because it brought together breeders identified during this project with PBIs existing networks and establish the principle of free exchange of cutting-edge breeding techniques between different breeder groups. In addition it created a stronger community for future adoption of certification.</p>		
<p>Activity 1.4. Certification working groups</p>	<p>During Jan-Mar 08. Aksenta facilitated a series of three working groups that agreed the standards and criteria, the governance system (and strategy) and a financing strategy for a bird-breeder certification system.</p>		
<p>Activity 1.5. General policy dialogue</p>	<p>Throughout the project we have endeavoured to keep networks involved in bird and wildlife trade informed of developments. In Indonesia this has included presentations to PILI (a network of academics and practitioners), PHKA, USAid and World Bank RSI, the Jakarta Chamber of Commerce and a meeting with the leader of the Indonesia animal welfare organisation, Profauna. In the UK we have presented to the Cambridge Conservation Forum, RSPCA, WildCru and contributed data to a policy debate on the merits of EU import ban on wild birds.</p>		
<p><b>Output 2. 2.</b> Market and consumer analysis of bird-keeping, breeding &amp;retailing conducted and disseminated</p>	<table border="1"> <tr> <td data-bbox="556 808 1018 1092"> <p>Market data &amp; current regulatory framework collated Questionnaire survey of attitudes &amp; practices of bird-owners in four cities by yr 2 Analysis of structure &amp; organisation of the bird-keeping fraternity by yr2 Expertise in bird breeding for different species groups assessed Business model of two bird farms reviewed by yr 2.</p> </td> <td data-bbox="1018 808 1950 1092"> <p>We exceeded our plans and hopes for this component. The questionnaire survey covered 6 (rather than 4) cities and generate a huge amount of data. The key informant interviews created a deep understanding of the structure and organisation of the hobby, bird-breeding expertise and business expertise and created new networks for knowledge sharing. We conducted seven (rather than 2) studies of bird-breeding business models. In addition we conducted four questionnaire surveys at song-contests Findings have been disseminated The indicators of technical memorandum, policy briefs and journal articles were appropriate, although in terms of dissemination seminars have been very effective and non of the indicators capture the agency this data and analysis has had in terms of forming knowledge exchange networks.</p> </td> </tr> </table>	<p>Market data &amp; current regulatory framework collated Questionnaire survey of attitudes &amp; practices of bird-owners in four cities by yr 2 Analysis of structure &amp; organisation of the bird-keeping fraternity by yr2 Expertise in bird breeding for different species groups assessed Business model of two bird farms reviewed by yr 2.</p>	<p>We exceeded our plans and hopes for this component. The questionnaire survey covered 6 (rather than 4) cities and generate a huge amount of data. The key informant interviews created a deep understanding of the structure and organisation of the hobby, bird-breeding expertise and business expertise and created new networks for knowledge sharing. We conducted seven (rather than 2) studies of bird-breeding business models. In addition we conducted four questionnaire surveys at song-contests Findings have been disseminated The indicators of technical memorandum, policy briefs and journal articles were appropriate, although in terms of dissemination seminars have been very effective and non of the indicators capture the agency this data and analysis has had in terms of forming knowledge exchange networks.</p>
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<p>Activity 2.1. Household survey in 6 cities</p>	<p>This was completed to a high standard and involved capacity building for 8 local enumerators teams linked to Universities. Nielsen-Indonesia kindly made available their sampling frame (and allowed us to publish our expanded version in Oryx), trained the enumerator team leaders at their centre in Jakarta and provided advice on question design etc. We have a huge data set which will represent an important base-line. Because of its size and complexity data entry, cleaning and checking consumed more time than anticipated. All the key analysis has been completed and communicated in presentations, a technical memorandum of figures and on one 'in press' and one near complete paper. Part of the data from this survey (the attitude question set) was used for an assessed statistics exercise for 55 students on two of the OCUE MSc.</p>		
<p>Activity 2.2. etc Omnibus surveys</p>	<p>Nielsen kindly ran question sets in two Omnibus surveys during the course of the project. The first mostly sought to check incidence rates and question ideas in preparation for the</p>		

		dedicated survey (above). The second focused a attitudes concerning wild-caught vs. captive-bred birds. The data for this second survey has yet to be analysed
Activity 2.2. etc Songbird contest surveys		Inspired by the success of the dedicated survey and in particular the enthusiasm from the university-led teams, Fahrul Amama at BI organised a series of questionnaire surveys at national songbird contests starting in November 2007. These continue the theme of exploring attitudes to captive-bred birds, in this case 'ring-classes' at song bird contests. Four have been completed and a carry over has been agreed to finance two further surveys which will complete the set.
Activity 2.3. Key informant interview surveys		The majority of the 70 interviews were conducted by the PJ with Sujatnika during visits to Indonesia. They provided the in depth and insight to compliment the overview questionnaire data and enable the mapping of the key networks and actors involved in the bird-keeping practice, the mapping of supply chains and the creation of the governance network.
Activity 2.4. Analysis of the bird-keeper weekly newspaper, Agrobis Burung and the e-group Kicaumania <a href="http://www.kicaumania.org">http://www.kicaumania.org</a>		The 22,000 circulation paper contains much useful data for profiling and monitoring the practice of bird-keeping. In particular trends in species kept, bred and shown, trends song-contests and in products and advertising. The popular e-group kicaumania provides a more immediate insight into issues and opinions. Systems were put in place for BI to regularly monitor these media both to create long-term monitoring data and help the organisation to more on the pulse of urban opinion and open up new dissemination channels. The convenors of kicaumani joined the PBI website workshop and kindly shared the knowledge and expertise.
Activity 2.5. Analysis of the business models of bird-breeders and bird-related business (e.g. cage-makers, food suppliers)		This was conducted by Sujatnika of Aksenta. Preliminary interviews suggested five general business models. In Autumn 2006 an example of each was visited and interviews conducted with the owners. Subsequently 3-4 additional visits were made as interesting variations emerged. Further information was added from conversations with participants and the various workshops. In addition, surveys were conducted of a cage manufacturer, supplier of ants eggs and of crickets. A summary of this analysis will appear in the 2 <sup>nd</sup> journal paper. I (PJ) started to have concerns about this activity from a research ethics point perspective. The knowledge we gained has commercial value and people associated with the project started getting interested in starting side business.
<b>Output 3.</b> . BirdLife Indonesia staff and university students trained in attitude survey, market & trade chain analysis techniques	Three Indonesian students complete MSc research. 4-6 technique training workshops for 12-16 staff & students Surveys and analytical work conducted to professional standard	We completed a successful series of three training courses on social survey methods. As already mentioned approximately 30 students (or recent graduates) were trained and conducted the dedicated survey. In addition, BI recruited a team of six student volunteers for data entry. A lesson-learned workshop in March 08 which reflected on these experience and reinforcing the messages from the training concluded this component. Two technical meorandums and the training booklets provide a record of this activity for those who participated and other interested people in Indonesia. One graduate student received a bursary to conducted MSc research on the sociology of bird-keeping which he received in 2008.  The supply chain analysis never got going in the manner envisaged mostly because of limited capacity to recruit students. However we developed a new supply 'network' of wild bid which is a significant advance on past understandings. We revealed and described a value chain based around the harvest of orange-headed thrush chicks on Bali which add an important new dimension to the issue. In addition a commissioned a study of supply

		chain formation in West Kalimantan conducted by a local NGO.
Activity 3.1. Training workshops in social survey techniques for conservationists		The 3 training courses were attended by Birdlife staff but also 15+ staff from ngos and some university lecturers. The courses were taught by Jepson & Ladle and included presentations by senior Nielsen staff. CIFOR kindly provided a room.
Activity 3.2. Supervision of 3 MSc students		We were less successful in this endeavour than we'd hoped. Once student did successful complete a thesis on bird-keeping. Another started but dropped out. The problem lay in the limited contact we had with university lecturers who would recommend the topic to their students.
<b>Output 4.</b> BirdLife Indonesia volunteer and urban networks strengthened	No of new members, volunteers, & associate bodies	This played out differently than envisioned. The original idea was one of BI building its own networks and membership base. In actually BI became part of several urban bird-lover networks which the project helped strengthen/consolidate. The indicators do not capture this dimension. A good indicator, but one hard to quantify, would be the number of new numbers in the mobile phone directories of BI staff!
Activity 4.1. BI network development		During the course of the project BI staff were introduced to leaders and key people in the various urban networks relating to songbird contests, bird-keeping and sourcing, bird-keeping, the bird media, and bird-food manufactures.
Activity 4.2. BI manned displays at song-contest		As a result of this project BI now has a presence (stand) at the larger songbird contest where it communicates its conservation work. This is building BI's profile amongst urban bird-lovers and it helps them keeps in touch with their new networks.
<b>Output 5.</b> Increased public awareness of ways to reduce the negative conservation impacts of bird-keeping	Seminars/panel discussions to bird-keeper associations in 4 cities Articles in newspapers & magazines Radio features and talk-shows	We achieved some of this and have done a good job of promoting discussion amongst leaders within the bird-keeping fraternity on ways to reduce the conservation impact of their hobby. There have also been 6-8 popular articles. In addition, we designed and tested a social marketing campaign and secured a sponsor but this is on hold until the certification (possibility of consumers exercising a purchasing choice) is available. My (PJ) view is that this output will gain momentum in over the next year of two. Bird-keeping on Java has all the elements of a great story and is likely to be picked up by a variety of cultural and tourism media. However it is one that shakes established world views within conservation. In essence we have demonstrated that domestic bird-keeping and trade in Indonesia is a public good but one with some conservation issues and it will take time for this to be integrated into conservation narratives
Activity 5.1 Training and network building for bird-breeders		PBI is committed to the expansion of bird-breeding through the creation of a national network, the transfer of new and cutting edge knowledge within the network and the recruitment of new breeders. PBI with additional financing and support from this project organised a series of meetings and workshops. The first in 2006 involved sending a top Jakarta breeder to central Java. The second and third were more influential events held in Jakarta on 24 March 2007 and 22-23 February 2008. Forty people attended the 2007 event and 60 the 2008 event from 9 cities in Sumatra, Java, Bali and Kalimantan. Each of the latter two events included a presentation on the findings of the survey work and emphasis the conservation benefits that breeding could contribute.
Activity 5.2. Quality photos of the issue		An MSc student from Oxford and semi-pro photographer spent four weeks in Java and created a wonderful portfolio of photos. His visit (and the topic) inspired BI and others to photograph the practice and we have amassed a superb set of photos to support the uptake of the issues in the media. The intend is to make a selection the best freely

	available via the BI web-site.
Activity 5.2. Various news articles and presentations	This activity has been somewhat ad hoc and opportunistic but we have (and are) latching opportunities to disseminate the work to public audiences (see list of presentations and articles)



## Annex 2 Project's final logframe, including criteria and indicators

Project summary	Measurable Indicators	Means of verification	Important Assumptions
<p><b>Goal:</b></p> <p><b>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</b></p> <ul style="list-style-type: none"> <li>• <b>the conservation of biological diversity,</b></li> <li>• <b>the sustainable use of its components, and</b></li> <li>• <b>the fair and equitable sharing of benefits arising out of the utilisation of genetic resources</b></li> </ul>			
<p><b>Purpose</b></p> <p>To reduce the conservation impacts of the passion for bird-keeping in Indonesia through the development of a market-led (substitution) mechanism</p>	<p>Strategic framework &amp; charter for promoting substitution</p> <p>Bird-farms commit to breed conservation-concern species</p> <p>Bird-keeper associations commit to promote a conservation ethos</p> <p>Government commits to develop an enabling regulatory framework</p> <p>BirdLife Indonesia develops/facilitates a follow-on project</p>	<p>Strategy document; statements of support</p> <p>Signatories to a charter</p> <p>Interviews</p> <p>As above</p> <p>As above</p> <p>BirdLife strategy &amp; work plans; project proposal</p>	<p>Key stakeholders groups supportive and keen to engage with issues.</p> <p>Animal welfare lobby will take a pragmatic and/or neutral position</p> <p>Conservation concern species can be bred</p>
<p><b>Outputs</b></p> <p>1. Strategic framework to develop and promote substitution of wild-caught birds with captive-bred alternatives</p> <p>2. Market and consumer analysis of bird-keeping, breeding &amp; retailing conducted and disseminated</p> <p>3. BirdLife Indonesia staff and university students trained in attitude survey, market &amp; trade chain analysis techniques</p>	<p>Policy group active by end of Yr 1</p> <p>Strategy document written &amp; disseminated by yr 3</p> <p>Market data &amp; current regulatory framework collated</p> <p>Questionnaire survey of attitudes &amp; practices of bird-owners in four cities by yr 2</p> <p>Analysis of structure &amp; organisation of the bird-keeping fraternity by yr2</p> <p>Expertise in bird breeding for different species groups assessed</p> <p>Business model of two bird farms reviewed by yr 2.</p> <p>Supply (trade) chain analysis of three wild-caught species by yr 2</p> <p>Three Indonesian students complete MSc research.</p> <p>4-6 technique training workshops for 12-16 staff &amp; students</p> <p>Surveys and analytical work conducted to professional standard</p>	<p>Minutes of meetings</p> <p>Range of participants</p> <p>Document, including range of stakeholder logos</p> <p>Technical memoranda on each topic covering methods, approach and findings</p> <p>Bahasa Indonesia/ English policy briefing report</p> <p>Publication in peer-reviewed conservation journal</p> <p>Training reports</p> <p>MSc dissertations</p> <p>Studies published in peer reviewed conservation journal</p>	<p>Trust and shared visions can be established among stakeholders</p> <p>BirdLife able to mobilise groups of volunteers to conduct the surveys.</p> <p>Bird farms willing to grant access to their business models</p> <p>Students keen to participate and inspired by the project concept.</p>

<p>4. BirdLife Indonesia volunteer and urban networks strengthened</p> <p>5. Increased public awareness of ways to reduce the negative conservation impacts of bird-keeping.</p>	<p>No of new members, volunteers, &amp; associate bodies</p> <p>Seminars/panel discussions to bird-keeper associations in 4 cities</p> <p>Articles in newspapers &amp; magazines</p> <p>Radio features and talk-shows</p>	<p>BirdLife Indonesia membership &amp; volunteer figures</p> <p>Audience figures and feedback reports</p> <p>Press cuttings, radio coverage</p>	<p>Bird-keepers receptive to adapting their behaviours</p>
<p><b>Activities</b></p> <p>1. Policy (model) development</p> <p>2. Research &amp; training</p> <p>3. Public awareness &amp; constituency building</p> <p>4. Dissemination</p>		<p>Yr 1: convene high-level policy group Yr 2-3: Regular meeting of group; ad hoc advocacy. Yr 3; national workshop; production of framework document and charter.</p> <p>Yr 1: Literature &amp; policy review; two training workshops on attitude surveys; pilot &amp; implement surveys Yr 2: Training workshops on (a) attitude survey analysis (b) trade-chain analysis; trade chain analysis of 3 endangered bird species. Yr 2-3: Case study of two bird-farm business models. Yr 1-3 supervision of 3 Indonesian MSc students.</p> <p>Yr 2: Presentation of survey findings to bird-keeping associations; focus groups/discussions with opinion makers in bird-keeping fraternity. Yr 2-3 magazine articles, press releases and radio shows.</p> <p>Yr 2: production of Indonesian language technical memoranda on survey techniques and results; Yr2-3 draft reports and journal articles; submission of journal articles. Yr 1-3: presentations at scientific and policy forums</p>	

## Annex 3 Project contribution to Articles under the CBD

### Project Contribution to Articles under the Convention on Biological Diversity

Article No./Title	Project %	Article Description
6. General Measures for Conservation & Sustainable Use	30	Develop national strategies that integrate conservation and sustainable use.
7. Identification and Monitoring		Identify and monitor components of biological diversity, particularly those requiring urgent conservation; identify processes and activities that have adverse effects; maintain and organise relevant data.
8. In-situ Conservation		Establish systems of protected areas with guidelines for selection and management; regulate biological resources, promote protection of habitats; manage areas adjacent to protected areas; restore degraded ecosystems and recovery of threatened species; control risks associated with organisms modified by biotechnology; control spread of alien species; ensure compatibility between sustainable use of resources and their conservation; protect traditional lifestyles and knowledge on biological resources.
9. Ex-situ Conservation	20	Adopt ex-situ measures to conserve and research components of biological diversity, preferably in country of origin; facilitate recovery of threatened species; regulate and manage collection of biological resources.
10. Sustainable Use of Components of Biological Diversity	30	Integrate conservation and sustainable use in national decisions; protect sustainable customary uses; support local populations to implement remedial actions; encourage co-operation between governments and the private sector.
11. Incentive Measures		Establish economically and socially sound incentives to conserve and promote sustainable use of biological diversity.
12. Research and Training		Establish programmes for scientific and technical education in identification, conservation and sustainable use of biodiversity components; promote research contributing to the conservation and sustainable use of biological diversity, particularly in developing countries (in accordance with SBSTTA recommendations).
13. Public Education and Awareness		Promote understanding of the importance of measures to conserve biological diversity and propagate these measures through the media; cooperate with other states and organisations in developing awareness programmes.
14. Impact Assessment and Minimizing Adverse Impacts		Introduce EIAs of appropriate projects and allow public participation; take into account environmental consequences of policies; exchange information on impacts beyond State boundaries and work to reduce hazards; promote emergency responses to hazards; examine mechanisms for re-dress of international damage.
15. Access to Genetic Resources		Whilst governments control access to their genetic resources they should also facilitate access of environmentally sound uses on mutually agreed terms; scientific research based on a country's genetic resources should ensure sharing in a fair and equitable way of results and benefits.

<b>Article No./Title</b>	<b>Project %</b>	<b>Article Description</b>
16. Access to and Transfer of Technology		Countries shall ensure access to technologies relevant to conservation and sustainable use of biodiversity under fair and most favourable terms to the source countries (subject to patents and intellectual property rights) and ensure the private sector facilitates such assess and joint development of technologies.
17. Exchange of Information	10	Countries shall facilitate information exchange and repatriation including technical scientific and socio-economic research, information on training and surveying programmes and local knowledge
19. Bio-safety Protocol		Countries shall take legislative, administrative or policy measures to provide for the effective participation in biotechnological research activities and to ensure all practicable measures to promote and advance priority access on a fair and equitable basis, especially where they provide the genetic resources for such research.
Other Contribution	10	Smaller contributions (eg of 5%) or less should be summed and included here.
Total %	100%	Check % = total 100

## Annex 4 Standard Measures

Code	Description	Totals (plus additional detail as required)
<b>Training Measures</b>		
1a	Number of people to submit PhD thesis	n/a
1b	Number of PhD qualifications obtained	n/a
2	Number of Masters qualifications obtained	1
3	Number of other qualifications obtained	n/a
4a	Number of undergraduate students receiving training	n/a
4b	Number of training weeks provided to undergraduate students	n/a
4c	Number of postgraduate students receiving training (not 1-3 above)	n/a
4d	Number of training weeks for postgraduate students	
5	Number of people receiving other forms of long-term (>1yr) training not leading to formal qualification( ie not categories 1-4 above)	
6a	Number of people receiving other forms of short-term education/training (i.e not categories 1-5 above)	56 attendance at social survey training 100 attendances at bird-breeding training
6b	Number of training weeks not leading to formal qualification	2
7	Number of types of training materials produced for use by host country(s)	4
<b>Research Measures</b>		
8	Number of weeks spent by UK project staff on project work in host country(s)	Jepson ca. 88 days Ladle 12 days Hall (photographer) 20 days
9	Number of species/habitat management plans (or action plans) produced for Governments, public authorities or other implementing agencies in the host country (s)	1
10	Number of formal documents produced to assist work related to species identification, classification and recording.	n/a
11a	Number of papers published or accepted for publication in peer reviewed journals	1
11b	Number of papers published or accepted for publication elsewhere	2
12a	Number of computer-based databases established (containing species/generic information) and handed over to host country	1 (data set)
12b	Number of computer-based databases	n/a

<b>Code</b>	<b>Description</b>	<b>Totals (plus additional detail as required)</b>
	enhanced (containing species/genetic information) and handed over to host country	
13a	Number of species reference collections established and handed over to host country(s)	n/a
13b	Number of species reference collections enhanced and handed over to host country(s)	n/a
<b>Dissemination Measures</b>		
14a	Number of conferences/seminars/workshops organised to present/disseminate findings from Darwin project work	10 (3 PBI Workshop, 3 FGD, 3 social survey training workshop, 1 lesson learn workshop)
14b	Number of conferences/seminars/ workshops attended at which findings from Darwin project work will be presented/ disseminated.	1
15a	Number of national press releases or publicity articles in host country(s)	11 (2 Majalah Burung, 4 Agrobis Burung, 2 Kompas, 1 Sinar Harapan, 1 Suara Pembaharuan)
15b	Number of local press releases or publicity articles in host country(s)	n/a
15c	Number of national press releases or publicity articles in UK	1 (Darwin web-site)
15d	Number of local press releases or publicity articles in UK	0
16a	Number of issues of newsletters produced in the host country(s)	n/a
16b	Estimated circulation of each newsletter in the host country(s)	n/a
16c	Estimated circulation of each newsletter in the UK	n/a
17a	Number of dissemination networks established	1 (Fancy bird foods)
17b	Number of dissemination networks enhanced or extended	2 (BI + PBI)
18a	Number of national TV programmes/features in host country(s)	0
18b	Number of national TV programme/features in the UK	n/a
18c	Number of local TV programme/features in host country	0
18d	Number of local TV programme features in the UK	0
19a	Number of national radio interviews/features in host country(s)	1 (Green Radio)
19b	Number of national radio interviews/features in the UK	0
19c	Number of local radio interviews/features in host country (s)	0

<b>Code</b>	<b>Description</b>	<b>Totals (plus additional detail as required)</b>
19d	Number of local radio interviews/features in the UK	0
<b>Physical Measures</b>		
20	Estimated value (£s) of physical assets handed over to host country(s)	
21	Number of permanent educational/training/research facilities or organisation established	n/a
22	Number of permanent field plots established	n/a
23	Value of additional resources raised for project	Ca. £1000 in kind from CIFOR for room use
<b>Other Measures used by the project and not currently including in DI standard measures</b>		
24	Number of policy briefs	2
25	Number of presentations (academic, conservation, public)	16
	Number of new web-sites created	1

## Annex 5 Publications

Type *	Detail	Publishers	Available from	Cost
(eg journals, manual, CDs)	(title, author, year)	(name, city)	(eg contact address, website)	£
Booklet	Household survey of bird-keeping in Indonesia (graphical summary of results (in Bahasa Indonesia)	BI		0
Technical memorandum	Overview of trends in bird-keeping from analysis of front pages of Agrobis Burung 2005-6 (in Bahasa Indonesia)	BI		0
Technical memorandum	Summary and analysis of law on captive breeding and wild birds in Indonesia by Khusnul Zaini (in Bahasa Indonesia)	BI		0
Technical memorandum	Towards a certification scheme for captive-bred birds in Indonesia. A review of International best practice in certification and a tentative scheme for discussion by Katherine Hawkins & Paul Jepson (in English & Bahasa Indonesia)			0
Technical memorandum	Designing and administering a household survey tool to build an evidence base for interventions to reduce the conservation impacts of the bird-keeping hobby in Java and Bali by Pete Wood and Paul Jepson (in English & Bahasa Indonesia) .			0
Report	Report of a workshop to review lessons from the implementation of a			0

	household survey of bird keeping(in Bahasa Indonesia)			
Technical memorandum	Manual for Monitoring Webforums: a case study of Kicaumania.org			0
Leaflet	Hobi Memelihara Burung Kicauan (the songbird keeping hobby)			0
Journal article	Developing New Policy Instruments to Regulate Consumption of Wild Birds: Socio-Demographic Characteristics of Bird-Keeping in Java and Bali by P Jepson & R Ladle	Oryx		Will be free via PJ staff work-page
Magazine article	Orange-headed thrush and the avian X-factor by P Jepson	Birding Asia	www.orientalbirdclub.org	?
Magazine article	Wild java in a cage by Jenna Blakely and Nick Hall	Geographical magazine		?

## Annex 7 List of presentations

Presenter(s)	Title	Audience/event	Date
P Jepson & R Saryanthi	A market-led conservation response to the domestic bird-trade in Indonesia	PILI-NGO Movement, Bogor	Sept 05
P Jepson & R Saryanthi	Preliminary results of a survey of bird-keeping habits in the cities of Java & Bali	PILI-NGO Movement, Bogor	Sep 06
Pete Wood	Jakarta Chambers of Commerce		?
P. Jepson	A market-led conservation response to the domestic bird-trade in Indonesia: findings from a household survey	Presentation to USAID in Surabaya	
P Jepson	A bird in a cage puts all Java in a craze	Oxford Ornithological Society Reading Ornithological Society	Feb 07
P Jepson	A market-led approach to domestic bird trade in Java & Bali	Mid-term review seminar, OUCE	
P. Jepson	A market-led approach to domestic bird trade in Java & Bali	Cambridge Conservation Forum	
P Jepson	Using a social marketing framework to systematically evaluate and design a conservation instrument prior to	Conservation Biology Annual Meeting, South	July 07

	implementation	Africa	
P.Jepson & S.Schmit	Conservation & consumerism (case study)	Oxford MSc in Biodiversity, Conservation and Management	Feb 07 & 08
P Jepson & R Ladle	Governing the wild bird trade in Indonesia Does the solution lie with the bird-keepers?	OUCE Biodiversity Research group seminar Wild Cru Research Seminar	Feb 08
P Jepson	Governing bird-keeping in Indonesia: evidence and the creation of a non-state policy instrument.	Lessons learnt workshop, Bogor Oxford MSc in Biology (WildCru day)	Mar 08 April 08
P Jepson	Governing bird-keeping and trade in Indonesia	RPSCA Science and International teams, UK	June 08
P.Jepson & S.Schmit	Conservation & consumerism (case study)	Oxford MSc in Biodiversity, Conservation and Management	Feb 07 & 08
F. Amana	Lessons learnt from conducting social survey in bird-keeping	PBI National meeting	Mar 08
F. Amana	Social change, entrepreneurship and conservation	Seminar entrepreneurship in science, faculty of mathematics and natural science University of Indonesia	June08
Wood, Jepson et al	Various presentations to PHKA		