

PROJECT COMPLETION REPORT

Introduction

The Honduran Ecological Association (AHE) was granted the sum of \$ 25,000 to provide support for a mutually agreed upon program in Honduras. The OPG was initiated on September 28, 1980. The PACD was extended until September 28, 1982 due to the late arrival of over \$ 12,000 worth of audiovisual equipment from AID/W. (The audiovisual equipment was originally scheduled to arrive by March 1981 but it did not actually arrive until late November 1981).

The objectives of the AHE OPG were:

- a. to contribute, along with governmental efforts, to the creation of a public awareness of the need for adopting environmental standards and measures in all development activities;
- b. to promote environmental education, conservation, and the rational use of natural resources among various community groups by making use of the national media coverage including cinema, television, and the press; and thereby securing greater financial stability in the future; and
- c. to promote environmental education, recreation, investigation and tourism through the dissemination of technical information for solving specific ecological problems, by creating an awareness of the values of the natural patrimony, which because of its beauty, its role in protecting the soil, water, fauna, flora and human settlements, must be perpetuated.

SUB-PROJECT COMPLETION REPORT FOR CATEGORY A
(Audiovisual equipment, services, and supplies)

1. Summary of Services Performed and Goods Furnished

\$ 18,900 were provided for the purchase of audiovisual equipment which was to be used in the accomplishment of the goals and objectives as stated in the implementation plan of the project agreement. Of the \$ 18,900, approximately \$ 12,500 of the funds were used in the purchase of audiovisual equipment from the United States with the rest of the funds being used for videotape production and editing, slide system production, and the printing of posters and bulletins.

2. Status of Completion of Project Elements

All funds were disbursed on or before September 28, 1982, (the PACD).

3. Summary of Project Accomplishments in Light of the Purpose Stated in the Project Paper

The implementation plan for the project paper called for the completion of the following activities:

- a. Two hundred photographs to be taken for presentation at three exhibitions.
 - The exhibitions were made at the Honduran American Cultural Institute between December 14, and 21, 1982. This activity was successfully completed.
- b. Prepare and give talks with slide programs
 - This activity was successfully completed. The AHE prepared over 1000 slides and four programs and several of the AHE members have given talks, using the slides, to public groups and institutions.
- c. Film and give talks with video tape programs and present spots on National T.V.
 - Several AHE members participated in the accomplishment of this activity. Three video tape programs were completed concerning: (1) La Tigra National Park; (2) The Uyuca Biological Reserve; and (3) Water: the vital resource of the metropolitan area. A 30 second T.V. spot was prepared and presented more than 32 times over a 15 day period on prime time T.V.
- d. Design, print, and distribute 2000 posters
 - The AHE printed and distributed 400 posters. Also included under this activity were the preparation by the AHE of 500 pamphlet guides for La Tigra National Park and approximately 1200 bumperstickers (two distinct types). In all, a total of 2100 publicity articles were produced.
- e. Design, print, and distribute 3500 bulletins
 - Approximately 2500 bulletins describing the goals and objectives of the AHE were printed and distributed. An additional 150 were sent, along with a cover letter, to embassies, international organizations, and private businesses with the intent of soliciting their support and promoting the AHE. The AHE sent 150 letters to other conservation (international) groups which served to identify the AHE and express the desire to exchange information. Five hundred copies of the AHE produced bulletin "El Cangrejo Ermitano" were distributed to AHE members, the 65 libraries in the country, and to interested persons and friends in the country and outside. A total of 3150

bulletins have been produced. In addition, six press releases were prepared by the AHE concerning the USAID funded Honduras Country Environmental Profile. These press releases were published by one of the Honduran newspapers.

- f. Undertake membership drive and increase membership by 200 members
 - The AHE achieved this goal during the life of the OPG. This is an ongoing activity. Current membership stands at about 250 members.
- g. Undertake a donation campaign (\$ 1000 to be raised in contributions)
 - The AHE successfully achieved this objective. They received \$ 150 in donations from KATIVO de Honduras and Constructora Saturno; they earned \$ 150 from the sale of three hundred T-shirts imprinted with an ecologically oriented logo; they raised over \$ 200 in membership fees; and the Rare Animal Relief Effort (RARE) donated \$ 50 to the AHE. CODEL, Inc. also provided the AHE with several hundred dollars to sponsor two Central American Intraregional Meetings of Private Development Agencies on Environmental Issues in Village/Community Development Projects. From this money, approximately \$ 600.00 is left over. A portion of this money will be used to produce a bimonthly development newsletter.

4. Further Inputs

No further inputs will be required.

5. Recommendations on Extent and Period of Further Monitoring and Reporting

Further monitoring and reporting will not be required for this subactivity.

SUB-PROJECT COMPLETION REPORT FOR CATEGORY B (Support costs)

1. Summary of Services Performed and Goods Furnished

\$ 3,100 were provided for the purchase of office and field equipment; travel, per diem and other costs, and equipment maintenance.

2. Status of Completion of Project Elements

All project elements were successfully completed on or before the PACD which was September 28, 1982.

3. Summary of Project Accomplishments in Light of the purpose stated in the Project Paper

The AHE used a good portion of these monies in the preparation and presentation of a course designed to trained persons in the use of video tape equipment. Several of these persons made public presentations using the video tape equipment.

The course was presented on the 8, 10, and 12 of March, 1982 and approximately 40 persons attended each session. Eight hundred dollars of this money was also used by the AHE to purchase two slide projectors and accessory equipment.

4. Further Inputs

No further inputs will be made to this activity.

5. Recommendations on the Extent and Period of Further Monitoring and Reporting

No further monitoring or reporting will be required for this activity.

SUB-PROJECT COMPLETION REPORT FOR CATEGORY C
(Miscellaneous)

1. Summary of Services Performed and Goods Furnished

\$ 3000 were provided for office and storage space rental. Office furniture, a typewriter, a file cabinet, and bookshelves were bought with this money.

2. Status of Completion of Project Element

This project element was successfully completed on or before the PACD which was September 28, 1982.

3. Summary of Project Accomplishments in Light of the Purpose stated in the Project Paper

This element provided the AHE with office and storage space for the duration of the OPG. Currently the AHE is without a formal office. The choice was made to spend AHE income on specific projects and at this point the AHE is without an office.

4. Further Inputs

No further inputs will be made in this activity.

5. Recommendation on the Extent and Period of Further Monitoring and Reporting

No further monitoring or reporting will be required for this activity.

Summary of Contributions made by the AHE and other Public/Private Entities

The AHE is a private voluntary organization. The accomplishment of the goals and objectives of the AHE OPG was done through the voluntary efforts of individual members of the AHE. Several members of the AHE, through their public and private contacts, were able to help the AHE stretch its budget. Several businesses also made contributions to the AHE by providing them with discount prices for goods purchased. Donations were also made to the AHE by prominent Honduran citizens.

Dr. Gerard Lieberman, President of the Rare Animal Relief Effort (RARE), visited Honduras in September 1982. He met on several occasions with AHE and USAID/Honduras representatives to discuss mechanisms for promoting environmental awareness and education in Honduras. He also expressed an interest in collaborating with the Association. Dr. Lieberman worked with the Association in the preparation of a second OPG proposal, during two weeks in December 1982.

The AHE, in another effort to raise funds and increase its exposure, sent a brochure describing the goals and objectives of the AHE and a letter of introduction to 150 foreign embassies, international missions, and private businesses in Honduras.

Members of the AHE also participated with Mrs. Miriam de Ascona and Mrs. Diana Negropte in the establishment of green areas in La Colonia "El Hato de Enmedio" and Residencial "Los Robles". The AHE will work with the residents of both Colonias in the protection of the established green areas.

Ing. Raymond Dodd, Ing. John Geiger, and Ing. Jonathan Lind of the Peace Crops, provided the AHE with valuable assistance in the accomplishment of the goals and objectives of the AHE. Ing. Dodd is working with the AHE in the preparation of an environmental education magazine that will be distributed to 7,000 primary schools in Honduras.

Lessons Learned from the Project

The AHE relied solely on the volunteer efforts of its members to achieve its programmed activities. In essence, the AHE did not have the services of a fulltime director or staff who could work 8 hours a day and five days a week on the behalf of the Association. Any future USAID project activities with the AHE should support the services of a full time Director and secretary.

The AHE was, midway through the life of the project, besieged by leadership problems and personality conflicts. These internal conflicts virtually brought the activities of the AHE to halt. It was not until the election of a new slate of officers and the return of one of the founders of the AHE from the U.S. that the AHE regained its composure. (The founder of the AHE who returned was subsequently elected President of the AHE). The importance of strong leadership and direction to any organization cannot be overemphasized.

Mission personnel have reviewed the Environmental Education Stage II OPG proposal as prepared by the AHE in conjunction with Dr. Gerard Lieberman, President of the Rare Animal Relief Effort (RARE). The proposal is very well prepared and Mission is hopeful that funding will become available.

Conclusion

Environmental consciousness raising in the developing world is, as it was in the United States, a gradual and evolutionary process.