

## **Appendix 1**

### Education Campaign

We here provide details about the education campaign that was implemented in Avu Lagoon communities. The education campaign occurred over a two year period and aimed to engage communities in conservation through education.

#### Environmental Education Team

In order to enable all of the citizens within the participating communities to become more involved and informed, a 10-member Environmental Education Team (EET) was established to educate communities on the conservation initiative. The purpose of the EET is to share knowledge about the community-owned project and to provide a forum for feedback and discussion.

To begin the process, Board Members were asked to recommend one or two persons from their various communities to be interviewed. In order to be selected for a position on the EET potential candidates were required to meet a specific set of qualifications. Candidates had to have completed Senior Secondary School or have equivalent qualifications, be able to translate English to Ewe and be interested in being trained as environmental educators to create awareness in the project communities. Interested persons were interviewed by the NCRC Field Officer and Project Advisor and a group of ten youth were hired. To give equal opportunity to the various communities, qualified representatives were selected from eight different communities.

The EET members were trained through a series of workshops facilitated by NCRC staff. EET members engaged in both ‘classroom’ or theory and practical learning (i.e. practicing the new knowledge acquired in front of a live audience) to prepare for leading community workshops. A presentation schedule was created to guide the EET in their activities. The schedule helped the communities to be informed ahead of the intended meeting and to get prepared to mobilize the population to actively engage in the process.

Important topics were prioritized for implementation at this early stage in the protected area’s development. The EET facilitated three teaching modules in a 2-year awareness campaign. The module titles are as follows:

Module #1: What is the Avu Lagoon Community Protected Area?

Module #2: Environmentally Friendly Farming and Fishing Facts

Module #3: Living with Wildlife

Workshops for Module #1 “What is the Avu Lagoon Community-protected Area?” occurred from May to August 2008 in 14 communities. Community participation was variable with the smallest audience gathered at Bludo with just 25 participants and the largest audience gathered at Avuto with 208 members. The module was focused on creating awareness and outlined what a community-protected area is, why conservation is important and what the costs and benefits of the CPA might be for the communities.

Community presentations for Module #2 “Environmentally Friendly Farming and Fishing Practices” occurred from October 2008 to March 2009 in 14 communities. The largest audience was recorded at 144 members in Bleamezado and the smallest audience was 13 members who gathered at Bekpo. This module was designed to help community members improve farming and fishing practice. A major concern addressed during these workshops was the use of chemicals (pesticides) for farming and fishing. A total of 429 booklets entitled *Farming and Fishing Facts* were distributed over the duration of the program.

A total of eleven community workshops took place for Module #3 “Living with Wildlife” between June and November 2009. The largest audience was recorded at 307 members in Bleamezado and the smallest audience size was 18 members who gathered at Gui. A total of 184 *Living with Wildlife* booklets were distributed over the period of the program. The purpose of these workshops was to demonstrate the importance of wildlife within the CPA. Topics for discussion were food chains, human wildlife conflict, the benefits of wildlife and how to live in harmony with wildlife.

The education campaign reached an estimated 10% of the population for Module 1, 7.3% for Module 2 and 6.8% for Module 3 (Participants present at each workshop provided in Table A1). Throughout the campaign challenges were experienced when the team attempted to engage the community representatives around meeting times and dates. In several communities, appointments were cancelled and rescheduled, and in a few cases community meetings were not held.

Table A1 Number of participants present and booklets distributed during EET workshops for Modules 1-3 (2008-2009).

Name of Community	Size of Audience Module #1	Size of Audience Module #2	Number of Booklets Distributed Module #2	Size of Audience Module #3	Number of Booklets Distributed Module #3
Adutor	47	73	57	32	17
Agbagorme	65	99	35	---	---
Agbogbla	65	126	65	50	23
Agorbledokui	124	76	30	---	---
Avuto	208	22	15	27	19
Bayive	33	20	22	36	20
Bekpo	36	13	15	---	---
Bleamazado	62	144	52	307	20
Bludo	25	15	12	20	11
Gui	64	---	---	18	16
Suipe	---	35	35	22	21
Tosukpo	65	33	23	37	20
Tsawoeme	37	26	27	37	8
Wenu	30	21	17	25	9
Xavi	48	30	30	---	---
<b>Totals</b>	<b>909</b>	<b>733</b>	<b>429</b>	<b>611</b>	<b>184</b>