

## DORNOD PRIDE CAMPAIGN FINAL REPORT 2012

### Implementing the Campaign

Dornod Pride Campaign planned to introduce Hunting Law to hunters (*Herder hunters+ citizen hunters, citizen hunters for Soum and town*) since 2009. Campaign was challenging as it went through a period when Mongolian parliament was updating hunting law in 2012. Due to this change of law and hunting fee change household hunting permits were not distributed from the Ministry of Nature and Green Development and announced zero quotas to all provinces of Mongolia. Because *Ministry orders A-05* was approved earlier in 2012 that announced Hunting Ban on Gazelle for a year and another *Ministry order A-06* was announced Hunting Ban on foxes, wolves and marmots that will be active until 2014. Therefore, local hunters can't hunt any species and must follow rules. And the Ecological Impact Assessment on gazelle provided rules that 500,000 togrogs will be multiplied by hunting permit cost per gazelle 100,000 togrogs as a penalty for illegally hunted gazelles. Local hunters don't like the increase of cost for hunting permit which is 100,000 togrogs much higher cost than buying a live sheep or goat.

So the campaign was carefully organized including key stakeholders in the meeting in May to introduce the campaign and the Hunting permit issues. The meeting also introduced herder perception and included support people who are Soum Volunteer Rangers workshop to distributed law regulations to Soum citizen hunters. Our another option was to focusing Mass Media for citizen hunters in Choibalsan town because it is bigger town than soum center so target audiences mostly interest to FM radio and TV channels even works at countryside and soum center for herder and soum citizen hunters both. Between mid June Mongolian parliament approved Fauna law what is mixed Hunting and Fauna Laws either, and we need to should follow the improved law for campaign. Fauna law improved for new terminologies and some order for new about animal right and hunting game area also hunters training with certificate that all are new for hunters and also, Ministry of Nature and Green Development planning Ministry 9 orders for Fauna Law now but still works yet in end of December. Overall, campaign focused to NO hunting- Ministry Ban for steppe species in past year and telling correct information to hunters by media and Key stakeholders support points.

Additionally, we joined with Nature Nomadic Conservation NGO to had organized Trunk training with herder community leaders and key stakeholders' staff. We included campaign materials to put in Travelling Trunk (posters and brochures). That a trunk will ready to travelling herder communities around campaign site in warm season, 2013. End of year, we collected survey from campaign site citizen and sellers from town also additional support surveys from key stakeholders which is Ranger patrol, Multiagency team patrol and Herder community perception surveys.

Campaign result was soum hunters to following Fauna law regulation during the short period however hunting law to change by Fauna law. Last year reported hunters were exactly between Attitude and Interpersonal communication of ToC somehow they showed behavior change. It was challenging to hunters for wait season but MNET not planned quota to aimag level for household permit.

Generally, pride campaign again to supported law regulation to hunters and become aware of upgraded orders to them in past year. Mostly hunters got find law regulations and to following them for surveyed since 2011-12 which mean hunters have already K+A somehow IC stage for

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behavior one. Also we remain them about no hunt inside protected area zone from PA an order and even herder hunters living inside of PA territory so they unhappy to go outside hunt with high pay.

- Hunters' trainings
- SVR meetings
- Key partner meetings

K ↔ A ↔ IC → BR → BC → TR → CR

soum hunters (Bayantumen, Tsagaan ovoo, Khulunbuir soums)

Campaign evaluation was measuring some key question directly focused to K, A, and IC for citizen hunters and evaluating them most of their Attitude. Example for hunters strongly agree that hunters should follow all regulations to protect wildlife all hunting regulations was 29% increased by 42% (13pp). Also hunters are who have talked to others about threats to Mongolian gazelle 33% increased by 72% (39pp).

Also, hunters are who hunted within hunting season last time they went hunting 26% reduced by 24% which mean was no quota to aimag level since 2011-12. Hunters already get hunting season 45% increased by 88% (43pp) for measuring hunting BC question. We believed hunters know already hunting season but can't hunt officially, so 26% was reduced 24%.

Other measuring results was hunters' workshop 3 times in campaign site of Toson khulstai Nature Reserve Area (NRA) and find again ~ 70 hunters and explaining about Ministry orders and important regulations of Fauna law. During time Soum Volunteer Rangers helped to meetings because already after workshop who is met with hunters for no hunting in this year also collected positive and negative verbal survey from them. We evaluated Volunteer Ranger workshop was great impact to hunters and again held a workshop in September with same participants before the stakeholder meeting. We collected also their idea and survey for how active meet with # of hunters and lost shy also learn new regulations. All of stakeholders happy to workshops mostly Aimag Environmental Protection Agency managed local soum volunteer Rangers and got involved them.

### What lessons did we learn?

My surprise was work with hunters during the hunter's workshop in campaign site. We met with ~70 hunters and all to know about Hunting regulations 5rules (*permit, cost, season, who sell, hunting area*) also awarded no chase, no overnight hunt, no different gun. It was very inspired me and also some hunters heard about Ministry order for hunting ban from Soum volunteer rangers, already. Also, hunters were very shy and quite people but that time locals very active and telling us their voice strongly for unhappy to high permit cost and hunting site things. It was a surprise for me during the last year.

Also, Soum volunteer ranger workshops on April and September with same number of participants from 8 soums. Our main objective was to introduce about Fauna Law to all volunteer rangers and to collect questionnaire from them. Training success 30% which was increased 11%

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from the April workshop based on conservation and legislation pre and post test (training success 19%).

For me lesson learned by end of December during the market sellers survey in Choibalsan town about wildlife users and orders from different areas. Most of sellers ordered their permission by market auditory and ready to join with campaign. Multi-agency team negotiated with market auditory for who were sell wildlife meat or products who have cancelled agreement with them. It is good to stop sellers between herders or citizen for secret commercial business. Additionally, I was worrying for maybe to increase illegal hunters and illegal activity in past year but Ecological Impact Assessment was high to species it is maybe impact to reduce or same number of hunters. It was also lesson learned to me in the past year.

I have simple idea to continue campaign into the future for hunters. Right now herder+ citizen hunters K shifting to IC already and showing BC somehow already, but I want to include Border Guards. Local hunters answered Border Guards (BG) also more hunting Gazelle for winter time for meal. Herders' perception was far away and rangers can't manage and meet with Border Division for that issue. Ideally, I want to work with BG for organize similar campaign because so far I think to relate both Conservation and Medical healthy issues under the public awareness.

Slogan will like "Healthy Environmental and Healthy People". Because, we need additional support to locals when train them same time. It is good benefits and locals should be happy to join the public awareness. It will be bringing success for public awareness that care for healthy issues related easy to understand of grassland ecosystem balance.

### Activity lists-2012

#### *March to May:*

- Review campaign plan of timeline and SMART objectives
- Mass media: Local TV advertisement for Permit system
- Organized soum Volunteer Ranger Workshop
  - Collect baseline data
  - Workshop pre and post survey
- Partner meeting (BROP) discussion for hunters data results/ Activities
- Wildlife event day: No hunt gazelle in Dornod
- School visits: Biodiversity and wildlife food chain/ Mass media
- To continue FM radio channel agreement

#### *June to August:*

- Child and Mother day- gazelle parade with kids on 1<sup>st</sup> June
- To learn more upgraded Hunting Law and improved, Mass media in June
- Local FM radio channel introducing Ministry BAN- June
- Nadam festival- Gazelle Parade- July
- Hunting workshop with hunters at Soum centers- September
- Soum Volunteer Ranger workshop- September
- Local TV broadcast Ministry BAN- September

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- Herder Community meeting – September

### *September to December:*

- Hunter's data only- survey pro file
- compared with April Soum Volunteer Ranger survey analysis- BROP
- Collected hunters data from soum/herders-50 samples
- Collected Sellers data from market-45 samples
- Mass media: Local D TV and local FM radio broadcast
- Planning Herder Community workbook-including campaign idea and fauna law regulations
- Preparing Fauna regulation to broadcast on market radio- under the Multiagency team work

## Monitoring SMART Objectives-2011/2012

Data in the table below is taken from the Pride campaign's 2010 *Final Report*. Please update the table with:

- New or revised SMART objectives that you plan to achieve for 2012 (if any)
- Actual data measured during 2011 (if any)
- New targets that you plan to reach for 2012

Measure		Results						
Relationship to TOC	Measure name	Actual % (2011) n=31	Targets for 2012 Follow-Up campaign	Actual % (2012) n=25	Change (in percentage points)	Chi-Square (X <sup>2</sup> ) Significance	SMART Objective Attainment	comments
<b>K</b>	% of people with awareness of hunting law fines and penalties (all laws – first data point, some laws – second data point)	Soum hunters (all laws): 6.5	By December 2012, (S: <u>36.5%</u> up from 6.5%; N=8) Awareness of Hunting law and fines/penalties increases by <u>30%</u> point for hunters (as measured by Q 28).	48	41		1.38	We believed soum hunters had awareness of Fauna Law and fines already. But Mongolian Parliament upgraded Fauna law instead of Hunting law + Fauna law in June 2012.  Choiblsan hunters and sellers KAP-not collected in 2012 (from MoU) but we collect addition survey from CB sellers.
		Soum hunters (some laws): 53		84	26		0.86	

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<b>K</b>	% of hunters who are aware that hunting is one of most important threats to gazelles	Soum hunter: 65 CB hunter: 57 CB seller: 34	By December 2012, (S: <u>70%</u> up from 65%; n=13) Awareness that hunting is one of most important threats to gazelles increases by <b>10%</b> point for hunters (as measured by Q22.a)	85	20		2.0	We are feeling most soum hunters aware that hunting is most important threats to gazelle in field now. During fall time we met with herders for asking qualitative survey from them and most herders says hunters and fires.
<b>K</b>	% of hunters who are aware that household permits can be purchased to gain hunting permission	Soum hunter: 60	By December 2012, (S: <u>70%</u> up from 60%, n=46) awareness of household permits that can be purchased for permission to hunt increases <b>10%</b> points for hunters (as measured by Q29)	92	32		3.2	Soum hunters are aware that permit can be purchase for permission. But we feeling hunters won't to purchase permit because hunting ban from Ministry in 2012 for gazelle –Yes answer.  Soum hunters: yes answer 92% n=23
<b>A</b>	% of hunters who feel it is easy to purchase a household permit before hunting	Soum hunter: 54	By December 2012, (S: <u>69%</u> up from 54%; N=26) hunters feel it is easy to purchase household permit before hunt increases by <b>15%</b> point (as measured by Q32 c).	60	6		0.4	

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A	% of hunters who strongly agree that hunters should follow all regulations to protect wildlife	Soum hunter: 29	By December 2012, (S: <u>59%</u> , up from 29%, n=11) hunters “Strongly Agree” that hunters should follow all hunting regulations to protect eastern steppe wildlife increases by <u>30%</u> point (as measured by Q31G)	42	13		0.43	
A	% of hunters who feel it is easy to follow all hunting regulations	Soum hunter: 42	By December 2012, hunters feel it is easy to follow all hunting regulations increases by <u>20%</u> points (Soum: <u>62%</u> up from 42%, n=23) (as measured by Q32E)	56	14		3.57	
IC	% of hunters who have talked to other people about where and when it is legal to hunt in the past 6 months	Soum hunter: 38.7 CB Hunter: 25 CB Seller: 14  Talk with someone Soum hunter: 39	By December 2012, an increase of <u>30%</u> points in number of hunters who have talked to other people about where and when it is legal to hunt in the past 6 months S: <u>69%</u> up from 39.0%, n=5 (as measured by Q36)	72	33		1.1	
				72	33		1.1	
IC	% of people who have	Soum hunter: 33	By December 2012, (S:	72	39		1.95	

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	talked to others about threats to Mongolian gazelle		53%, up from 33%, n=49) have talked to other people about threats to Mongolian gazelle increases by <b>20%</b> (as measured by Q 34)					
<b>IC</b>	% of urban hunters who have talked to either a Soum inspector (first data point) or anyone else (second data point) about purchasing a household permit	Soum hunter (soum inspector): 13  Soum hunter (anyone): 64	By December 2012, Urban Hunters (S: <b>43%</b> up from 13%; n=8) discuss about purchasing a household permit before hunt to increase by <b>30%</b> point through the Soum/district Inspector at soums (Choibalsan) (as measured by Q37)	20  32.2	7  -32		0.23	We are feeling for soum hunters' not common talk with Inspector about to purchase permit issues. Maybe it is depend on permit not sold to soums. Then, maybe hunters not interest to meet with inspector.
<b>BR</b>	% of trainings conducted by the EPTA/EMPAA/SSIA and WCS and number of participants in the trainings	Trainings: 6 (each soum)  Participants: 125 hunter	Soum Volunteer Ranger workshop- <u>~30 people</u> - April  Planning hunters workshop in each (6) soum at least to find <u>100 hunters</u>  PA Rangers and Herder Community VR &	SVR workshop=2 (April, September)  SVR=47  Hunters workshop=3 (each soum)  Hunters=63				Spring 2013



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			Soum Ranger for Enforcement & Monitoring workshop (August) <u>30-40 people</u>					
<b>BR</b>	% of meetings held by EPTA/EMPAA/SSIA, Soum government and WCS to decide how to achieve goals of improved hunting quotas, permit monitoring, and permit distribution	2 (May, July)  13 people from all 5 key partners check it	2 (April and August) for key partners  <u>10-15 people</u>  April: Talk about Soum Volunteer ranger workshop for questionnaire and others  Aug: to concern during the hunting season needs more attention because no quota to Dornod province, others	Key partner meeting=2 (May, September)  12 people				May: Introduced SVR workshop results and introducing Hunters workshops          Sep: discussion for Hunters workshop and Soum Volunteer Ranger workshops results and Fauna Law
<b>BC</b>	% of hunters who hunted within hunting season last time they went hunting	Soum 26	By December 2012, (S: <u>56%</u> , up from 26%, n=3) number of hunters who hunted within hunting season increases by <u>30%</u>	24	-2		1.43	- Maybe locals not hunt gazelle in last year.

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	Do you know when hunting season?	Soum 45	points (as measured by Q40D).	88	43			
BC	Soum inspectors and Protected Area Rangers will track all illegal activity in detailed spreadsheet.	12 cases (Aug to end Dec 11)	To concern reduce # of cases	4 cases (Jan to Dec 12) totally=40 gazelle				Rangers reported causes for species in Toson khulstai NRA.
BC	Inspectors will collect required information from hunters for each permit sold (animal type, where hunting, etc.)  Have you hunted inside PA in the past 6 months? Answer "NO"	Permit not sold this year cause: Hunting law upgraded by Ministry of National Environment & Tourist then permit <u>cost high</u> so local government return to MNET  42% n=13	This year (2012) <u>not plan any hunting quota</u> to Dornod province  76% n=19	Permit not sold in this year: <u>Hunting Ban</u> for foxes, marmots, gazelle, wolf from 2012 to 2014.				This year soum hunters not common asking permits for sell because already they know hunting ban "not sold permit". But 23 Soum Volunteer rangers met with 15 hunters in their soum area for permits and law regulations.  Soum hunters aware of Ministry order for Ban and not sell permits to soums so hunters are waiting season.
BC	Inspector will have collected number of permits requested by herders/hunters for 2011 hunting season and their contact	Any permits- Disease impacting to locals for not planning any permits from them	We will collect questionnaire from Soum/districts for hunting permits needs however high cost & no quota to sites (Soum					Volunteer rangers meeting: Khulunbuir soum 26 hunters interest to purchase permit however high cost; Bayantumen and TSagaan ovoo soums

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	information  Hunters talk with Inspector + Ranger for purchase permit need ? Q 37).	25.8% n=8	Volunteer rangers BROP)  32% n=8					hunters not interest high cost permit  -Tsagaan ovoo soum far away from hunting area so not useful wildlife meat to soum hunters. Because soum territory located in Toson Khulstai NRA.
<b>TR</b>	Reduction in number of hunters arrested or received penalties for illegal activities. (self-reported %s first)	Soum: 39  12 recorded by PA Rangers of illegally in 2011	By December 2012, reduction in number of hunters arrested or given penalties for illegal activities. [reduction percentage to be determined based on baseline data] (S: 39%, n=11)  (Reduction in number of respondents who answer “yes” by <b>20%</b> points/ Post campaign survey Q41)	17	-22			- Maybe local hunter no hunt any species for 17%  -
<b>TR</b>	Reduction in amount of illegal gazelle/marmot meat sold in CB markets and Food centres.	Nov 2011- Jan 2012: Gazelle 4, marmot 0; foxes 8; wolf 4;	Based on multiagency team patrol/Student patrol: to reducing # of wildlife	Nov 12: Gazelle-40;  Dec 12: gazelle 28; wolf 1;  Jan 13: gazelle 15; fish~2000ps				

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<b>TR</b>	Reduction in the number of illegal hunting activities reported by volunteer herder rangers.	2011: 10 illegal activity gazelle; 2 of marmot from EMPAA (Rangers) Toson khulstai& Mongol Daguur PA data	2012: to reducing # of illegal activity	2012: 10 violations; for gazelle-5 times, marmot and foxes- 1 time; for tree-1 time;				
<b>TR</b>	Decrease in herder perception of number of gazelles killed by hunting (Beans count method for 1985-2008 and 2015)	2010: 11 Herder communities =Mongolian gazelle 26% (2005-2008)	We will collect in this year	2012: 2 HC=MG 10% (2010-2015)				
<b>CR</b>	By September 2015, increase number of gazelle living in the Eastern Steppe.	Dornod Province ~ 3 million from Researcher interview /newspaper/ 2011	We will concern researched based on survey	Dornod Province ~ 3 million from Researcher interview /newspaper/ 2011				
<b>CR</b>	By September 2015, increase number of gazelle living in the Eastern Steppe.	Gazelle=290 (only 3 Herder Communities)	Gazelle= ??? based on HC monitoring by distance	Gazelle=500 (only 2 Herder Communities in campaign site Toson khulstai NRA)				
<b>CR</b>	By September 2015, number of marmots living in Eastern Steppe	2011=101 population (only 2herder Communities for 5 times samples, per	2012= Based on HC volunteer rangers survey on Scan	<b>VR not to monitoring Scan sampling survey for enough data</b>				

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		samples=20.1 pop)	sampling method					
<b>CR</b>	Herder perception of gazelle abundance increases –125 beans for 1985-2010 years by 5 year interval	All 9 HC: 2010 (not collect yet 2011)  Gazelle = 20 (2008-2010)	We will collect in this year	Toson khulstai NRA  Togoruun bulag  &tevshiin Ukhaa 2 HC:  Gazelle= 28 (1985-90)  Gazelle= 11 (2010-15)				