

# GSN Best Practice Competition 2008



## Application form

### Applicant

Organisation, country	Ministry of Environment and Water, WWF Hungary and Oracle Hungary
Name, surname	Anna, PRÁGER
Headline of best practice initiative	CITES - 'Wildlife Inspector in Action'

### Description of best practice initiative

Describe the basis of your best practice initiative (why, what, when, where; budget in EUR).

The CITES Management Authority initiated a campaign with WWF Hungary and Oracle Hungary with the objective of raising awareness among children in schools. The children were invited for a country-wide tender called 'Wildlife Inspector in Action' where their task was to search for endangered, CITES-listed species in their surroundings (pet shops, zoos etc.). The Oracle Hungary ensured an international internet system called Think.com, where the children could create their own webpages on their results. The campaign was launched in September, 2007 and webpage applications could be submitted till 30<sup>th</sup> November. After judging the tenders the best CITES webpages were prized in February, 2008. The Budget was 4,000 €.

What was the main objective of the initiative and what were the results obtained (please quantify)?

Our main goal was to raise children's awareness in damaging nature, especially in the use of and trade in wildlife. The point was to raise their own responsibility, ultimately to reach consciousness in their activities and in nature conservation. This was achieved through their task to investigate in their own neighborhood what animals and plants they can find and to get them to know more about these endangered species. Beside this primal goal, our objective was to reach group work among children with the help of their teachers and further to achieve that children share their knowledge and own opinion on the importance of preserving our natural heritage and on the negative human effects, such as excessive trade in them. Think.com served this well with all kinds of interactive tools, such as voting and disputing surfaces. As a result 20 groups created 'CITES' webpages attracting a lot of readers. The webpages were very creative with some children making comics and interview with a nature conservation officer, others posting photos taken on exotic animal markets on their summer vacation or listing the song birds dwelling near their homes.

What type of media did you use (TV, radio, print, electronic)? Why this choice of media?

The campaign was advertized for teachers in a monthly educationalist magazine in 9,500 copies throughout the country. This magazine is centrally distributed to all primary and secondary schools over the country (giving 150, 000 readers all together), this way our call for the tender could reach all targeted schools / teachers. The tender was advertized via internet (www.cites.hu and www.wwf.hu), and posted in electronic newsletters two times (22, 000 email delivery) also.

Who was the target group?

Children of 7-18 years age were targeted - through their teachers and schools.

What were the main messages?

See above (objectives), but as a summary: our message was that humans endanger wildlife through their activities (as this was a CITES campaign, use and trade of live animals and plants and all kinds of products made from them were highlighted) to which our responsibility is unquestionable, but on the other hand, our right to do this is questionable. The goal of the campaign was to raise this responsibility, and the message was also that the buying and use of these animals, plants and all kinds of goods made from them are mostly luxury needs of people and not essential needs for living. Children were asked to look around their neighbourhood for animals and plants living there - which carried the message that those are their place - for living - and they are not meant to be kept in cages, not to speak of them finishing their lives as a leather bag or an ornament in the house.

Who were the partners? Did you involve other institutions/ministries/agencies/NGOs?

This was a joint campaign carried out by the Ministry of Environment and Water, WWF Hungary and Oracle Hungary - the ministry ensuring the practical experience in CITES and the budget for the campaign, the WWF giving its PR and media experience and the Oracle company ensuring its international electronic communication system called Think.com.

Who financed the activities, amount of finances?

The Ministry of Environment and Water financed the campaign with 4,000 €.

Did you experience any specific difficulties during the action that could be learned from?

No special difficulties were experienced, only those happening usually (timetable, deadlines, money fluidity etc.). The difficulty is activating new and new people, but it is more efficient to target already existing groups, as now we could reach the schools /teachers/children knowing and using Think.com (till now for other issues than nature conservation). This way it was good for both: they enjoyed and got into contact with a totally new field for them (wildlife, nature conservation) and we were able to reach a new group of children.

Did you receive any feedback after your activities? Did you carry out an evaluation of the results and if yes, what was the outcome?

This campaign was preceded by a similar tender to survey interest among children and teachers and test how well this investigation and the creation of webpages can be carried out. The task was similar, only focused on summer vacation experiences and the tender was called from the beginning of May till 10<sup>th</sup> September - aimed at schools already registered on the Think.com system. We also tested our judging method - the ministry evaluating the scientific background and level of 'submitted' webpages, WWF looking at the design and Oracle at the use of informatic tools on the webpages. As attendance and interest was promising, the real tender was launched in autumn, 2007.

Is any follow-up or duplication of this experience foreseen?

This campaign was already a follow-up of previous activities. The Ministry of Environment and Water together with WWF Hungary and other NGO-s has been carrying out CITES campaigns since 2002. After a few years of targetting the general public and the travellers (see UNEP-FUTERRA- Communicating Sustainability - How to produce effective public campaigns- Campaign on CITES) in 2006 we started to focus on children. This 'Wildlife Inspector in Action' campaign is part of our 'CITES - Don't buy, but conserve' campaign running since 2005. The winners and attenders of the campaign received CITES boardgames, which was the outcome of our preceding CITES boardgame tender in 2006. 500 CITES boardgames were made and another CITES game

was published in a monthly magazin in 3,000 copies – both initially made by children attending this previous campaign. It is planned to continue our CITES campaign further on for children this and every year on.

Why do you consider that your proposal should be selected as the best practice initiative of the year?

As written above, our campaign was a quite comprehensive one containing reasearch and investigation work (being fun, but on the other hand being learning for children also), followed by the displaying of this knowledge - moreover in a creative and interactive way. Today children are easiest reached through computers and internet (whether we like it or not), but this way we could gain advantage of this. Using the Think.com internet communication system of Oracle we could mobilize schools, reach that children work in groups and share thoughts with each other - in the field of nature conservation. I think this was a nice example of a joint action, where a governmental body worked together with an NGO and a multinational computer company -each one giving in its part.

Please feel free to attach any printed material, photos etc.

Send your application to [EECN\\_secretariat@cowi.com](mailto:EECN_secretariat@cowi.com) by 1 June 2008