



21<sup>ST</sup> CENTURY TIGER  
giving wild tigers a future



# Phoenix Fund

**Fighting for the minds:  
Strengthening tiger conservation in 2005 - 2006**

Final report  
September 01, 2005 – August 31, 2006



Vladivostok  
2006



**FINAL REPORT**  
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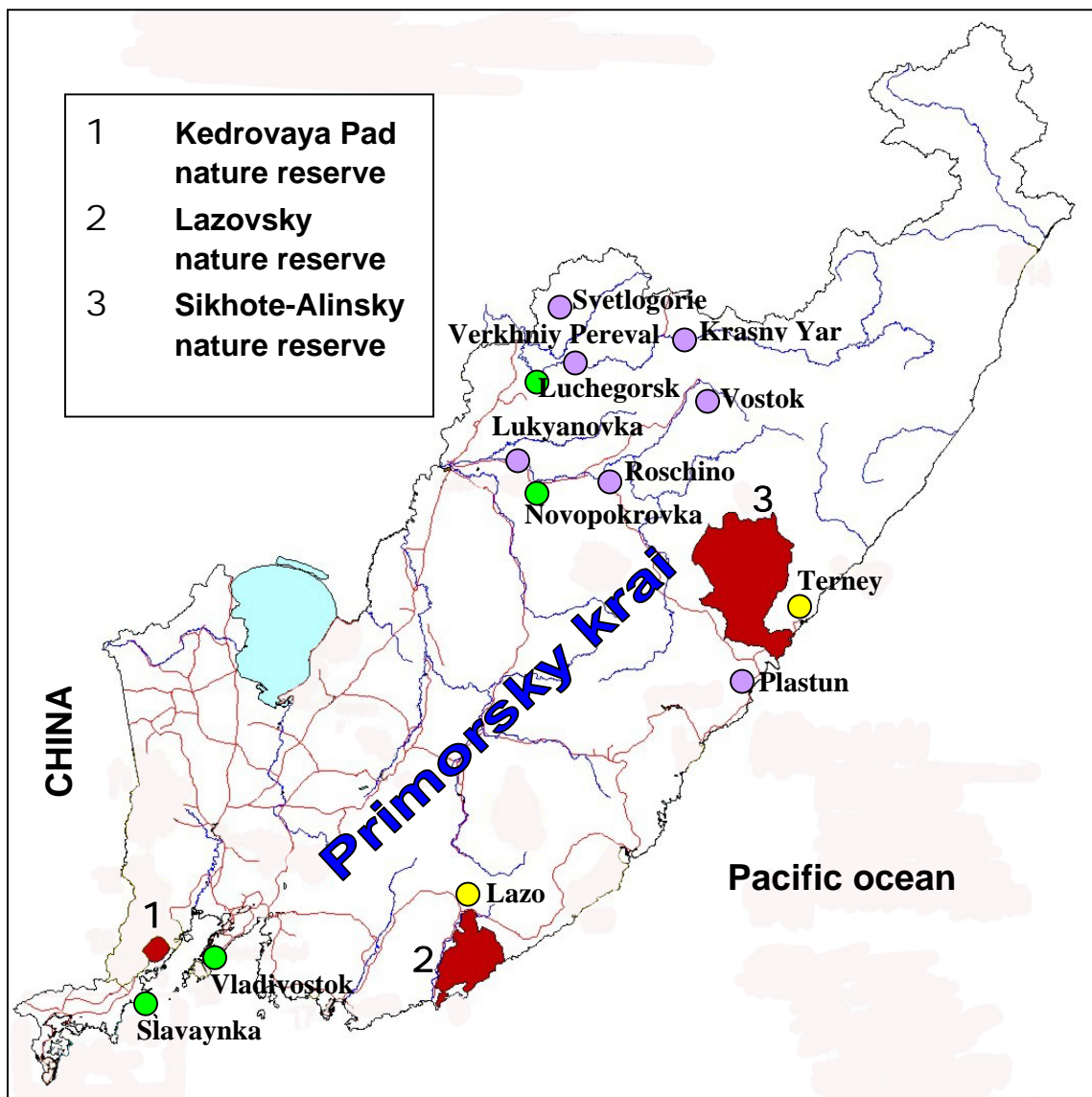
**Grantor:** 21<sup>st</sup> Century Tiger  
**Project Name:** Fighting for the minds: Strengthening tiger conservation in 2005 - 2006  
**Grantee:** The Phoenix Fund  
**Report Period:** September 01, 2005 – August 31, 2006  
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**I. Project Overview**

The goal of this project is to strengthen Amur tiger conservation in the Russian Far East through conservation education and outreach activities.

**Objectives:**

- To increase the knowledge on the Amur tiger, increase awareness of the plight of endangered species, and foster a positive attitude of local people towards Amur tiger through regular education/outreach activities in the region and educational materials;
- To attract young people to tiger conservation;
- Gaining in support from the local people.





For the reported period the Phoenix Fund achieved the following results:

- 12 boards produced and mounted on 12 schools in Northern Primorye;
- 12 permanent exhibitions on Amur tiger designed and placed at schools;
- Tiger art contests conducted at 11 schools in Northern Primorye;
- 1,500 tiger calendars with children’s paintings and tiger information produced;
- Polls of children’s attitude towards tigers conducted;
- Increased knowledge and awareness of the local people on Amur tigers.

During the project implementation Phoenix actively involved local people including officials from local administrations in nature conservation. The project results are described in detail in the following part.

## II. Project Activities

- Design, production and installation of tiger boards on 12 schools of Northern Primorye

For the reported period the Phoenix Fund designed and produced big boards with large tiger photos for 12 schools in the north of Primorye (Luchegorsk, Svetlogorie, Verkhniy Pereval, Krasny Yar, Lukyanovka, Roschino, Novopokrovka, Vostok, Terney, Plastun, Ustsobolevka) to attract young residents to conservationists' ideas. 10 or 15 square meters photos with conservation motto "Let's save tigers together" ("Sokhranim tigra vmeste" in Russian) were placed on the schools' front walls. Up to March, Phoenix managed to install the boards on some schools. It was impossible to install them on all schools in the north as the temperature was in the mid-thirties (about - 36 °C) and the boards could crack because of sharp frost.



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A big tiger board on school in Roschino village, Krasnoarmeisky district



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School in Terney town, Terneisky district

In spring Phoenix continued setting the rest of the boards. In April two banners “Let’s save Amur tiger” were hung on the face walls of two schools in Krasnoarmeisky district. In Novopokrovka village the banner was installed thanks to the assistance of the household workers of the district department of education and in Lukyanovka village the teachers of craftwork helped. In May Phoenix staff helped to install the tiger board in Terney town, Terniesky district. Head of town administration expressed willingness to be involved in this project and provided special equipment for installation of the board. Phoenix shows appreciation to the local administration for its

collaboration and hope that local officials will carry on encouraging ecological education and outreach activities.



© Phoenix Fund  
Children look at a tiger board  
Lukyanovka village, Krasnoarmeisky district

A tiger conservation banner was hung on school in Roshino village. Apropos of this event there was a school meeting where the head of the village stated the importance of the project. After that the students went cleaning the village. A litter pick was organized on the territory adjacent to the school where the eco-center is located. The most active visitors of the center took part in it. A week later they planted flowers and trees near the school. Twenty-four students assisted.

The Phoenix Fund continued carrying out ecological education and outreach projects in the North of Primorye. Experienced educators conduct regular classes devoted to Amur tiger and endangered wildlife of the region at local schools. The classes include videos, slide

presentations, lectures, games, quizzes and contests.

- Amur tiger art contests at 11 target schools of Northern Primorye

In September 2005 the Phoenix Fund announced that all schoolchildren in the north of Primorye were invited to take part in art contests devoted to Amur tigers and their conservation. The contests were carried out at the target schools in the Northern Primorye. As a result, Phoenix received 167 tiger paintings from Terneisky, Krasnoarmeisky and Pozharsky districts. It was very hard to choose the best young artists. Though Phoenix chose 17 paintings for the calendar to be published and distributed in the areas with the targeted schools.



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Front cover (background) and one page of a calendar with children's paintings

A designer put the tiger drawings by schoolchildren and information on Amur tiger, threats to survival and conservation efforts into the calendar. The information was given in child's handwriting to strengthen the impression of children's involvement in the development of the calendar. In total, 1,500 copies were published and distributed among schools in the North of Primorye.

In May 2006 the winners of art contests were awarded with calendars and memorable prizes (tiger photos, tiger toys and games depending on the age).



- Creation of permanent tiger exhibitions at 12 schools

During the reported period permanent exhibitions in form of six information leaflets (size A2) in frames were designed, produced and placed at schools and ecological centers in the north of Primorye. The exhibition gives major information on the Amur tiger, population number, habitat, threats for survival, and conservation projects, as well as provides information on the art contest and many more. Just placed on the walls of the hall at school, the exhibitions attract attention of schoolchildren to tiger issue.



The teachers renew information placed at the exhibitions regularly.

© Phoenix Fund  
Tiger exhibition at school in Terney town

- Design, production and dissemination of tiger calendars with children's paintings and information on tigers

The best 17 paintings were chosen for the calendar that was published and distributed in the Northern districts. A designer put the tiger drawings by schoolchildren and information on Amur tiger, threats to survival and conservation efforts into the calendar. The information was given in child's handwriting to strengthen the impression of children's involvement in the development of the calendar. 1,500 copies of the calendar were published in May 2006.

- Polls of schoolchildren at target schools

The first poll of schoolchildren was carried out in September 2005. A specialist from sociology department of Marine State University developed the questionnaire. Schoolchildren were asked to choose a description of a tiger from proposed answers, e.g. big or small, friendly or mean etc. They also had to explain as best they could the reasons why people harm the nature. Moreover, schoolchildren were asked to paint a tiger. Phoenix and Sociology Institute (Marine State University) developed a test to determine the efficiency of ecological education and outreach activities. The activities were as follows:

- setting up big banners with an attracting Amur tiger photo and conservation motto "Let's save tigers together" ("Sokhranim tigra vmeste" in Russian) on the walls of local schools;
- placing at local schools the information boards with tiger stripes, conservation motto, major information on the Amur tiger, population number, habitat, threats for survival, and conservation projects, as well as information on the art contest for kids and many more;
- organizing children's art contest "A day in the life of a tiger", publishing and distributing a calendar with the best children's drawings of tigers.

The objective of the poll was to assess the change in children's attitude towards Amur tiger through the project implementation.

The following methods of psychological diagnostics were used:

1. semantic differential to assess attitude towards animals;
2. graphic projective method: "A day in the life of a tiger";
3. projective method (essay) : "Event from tiger life";
4. semantic method "Motivation for non-nature-friendly attitude";



## 5. analysis of questionnaire.

The schoolchildren from the following schools participated in the poll:

Terneisky district	Plastun town, school № 1	the 7 <sup>th</sup> form
		the 10 <sup>th</sup> form
	Terney town school	the 6 <sup>th</sup> form
		the 9 <sup>th</sup> form
Pozharsky district	Luchegorsk city, school № 1	the 8 <sup>th</sup> form
		the 10 <sup>th</sup> form
	Luchegorsk city, school № 3	the 7 <sup>th</sup> form
		the 10 <sup>th</sup> form
Krasnoarmeisky district	Novopokrovka town	the 8 <sup>th</sup> form
	Lukyanovka village	the 11 <sup>th</sup> form

As a result, after the first stage of the poll Phoenix received 250 questionnaires and 145 tiger drawings. The most of the children (80%) gave negative description of tiger: bloodthirsty, hostile, frightful and evil. The paintings had a lot of dark colors. The second poll was carried out in March 2006 as soon as big boards were placed on all schools. Comparing the results of both polls, the Phoenix assessed the change of the attitude of children towards the tigers. More than 50% of the schoolchildren described tiger as a “strong”, “nice”, “peaceful”, “good-natured” and “clever” animal. Tiger drawings gathered during the second poll were painted in bright and vivid colors, reflecting good attitude towards the predator. The polls’ results assured us that our education and outreach program brings significant influence on children’s perception of tigers and their attitude to conservation.

**III. Acknowledgement**

This project is the result of joint efforts of many people and organizations. We are especially grateful to the specialist of Sociology Institute of Marine State University for their input into our tiger conservation project. Thanks to support from the 21<sup>st</sup> Century Tiger, we managed to increase the knowledge on the Amur tiger, increase awareness of the plight of endangered species, and foster a positive attitude of local people towards Amur tiger through regular education/outreach activities in the region and educational materials. We show our appreciation to Ms. Sarah Christie and Ms. Sophie Darlington for all patience and assistance and hope for our fruitful co-operation in future.