



21ST CENTURY TIGER
giving wild tigers a future



Environmental Education as Means to Conserve Amur tiger

INTERIM REPORT



PHOENIX FUND

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Project Background



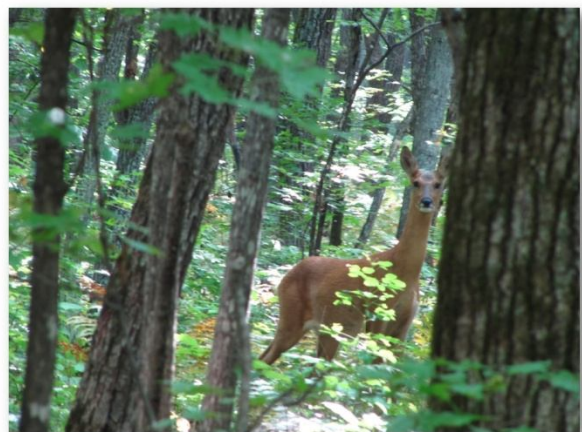
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Amur tiger

Wild tiger numbers are down to only 3,200, with scattered populations across 13 countries having lost more than 93 % of their historic range. Just 100 years ago, an estimated 100,000 tigers roamed across Asia. In 2010, the Year of the Tiger in the Chinese lunar calendar, representatives of 13 tiger range countries gathered in St. Petersburg, Russia, to pledge support for the tiger. The International Tiger Forum marked the first time an international summit has been convened to focus on a single, non-human species. The participants signed a declaration aimed at doubling tigers worldwide by 2022 and a Global Tiger Recovery Programme integrating National Tiger Recovery Priorities, developed by the 13 tiger range countries, and several Global Support Programmes to support the national

priorities and to affect regional and transnational actions in favour of conservation and recovery of wild tigers and their habitats. Increasing public awareness of tiger conservation issues, creating incentives for local people to protect tigers and strengthening wildlife law enforcement and legislation are vital to achieve the ambitious St. Petersburg targets.

We believe that conflicts occurring between tigers and local communities can be reduced by involving local people more actively in biodiversity protection. One of possible ways to preserve tigers in Russia is to build up social consciousness of the need to protect wild tigers. We should encourage the positive side of having wild tigers in our forest, organize tiger festivals and other cultural activities associated with tigers. "Having an endangered species in our country should be a good thing, something people can be



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Red deer

proud of, not something to avoid," said Sergei Bereznuik, director of the Phoenix Fund. "Governments can spend great deal of money for law enforcement activities, but these efforts will go for nothing without proper education of the younger generation".

Thanks to support from the 21st Century Tiger, we have started implementing a project aimed at conserving Amur tigers in Krasnoarmeisky district of Primorsky krai¹ by focusing on environmental education of local people through holding ecological lessons at schools and kindergartens, attracting local people towards tiger conservation issues and involving them in nature conservation events. Krasnoarmeisky district is an administrative and municipal district located in the central part of Primorye. Novopokrovka town is its administrative centre. The district is home to Amur tigers and other rare and endangered species. Sikhote-Alin Biosphere Nature Reserve is in the eastern part of the district. Also, there is Udege Legend National Park recently established there.

Since 2007 when the Udege Legend National Park was established the Phoenix Fund has been assisting the Park to protect the unique nature. Environmental education was always one of the key methods in fighting ecological crimes in the Park and adjacent areas through organizing nature-oriented events to raise environmental awareness among local people. Saving the Amur tiger depends

mostly on the Russian people, especially those living within the tiger habitat. This requires involvement of the public, which can be achieved through continuous ecological education and outreach activities in the region. The main long-term objective of our education and outreach efforts in Krasnoarmeisky district of Primorye is to reduce poaching and habitat destruction in the Amur tiger range. Our main target groups are local villagers and especially schoolchildren, because it is easier to influence children's mentality than that of adults.

Besides supporting the Eco-Tourism and Environmental Education Department of the Udege Legend National Park, Phoenix also has been assisting local educators who are concerned about the total environment and its associated problems and willing to create a citizenry that is aware of and concerned about the ecological issues, and which has the knowledge, attitude, motivations, commitment and skills to work individually and collectively toward solutions of current problems and the prevention of new ones.

In 2003, a Tiger eco-centre was set up in Novopokrovka town, administrative centre of Krasnoarmeisky district. The eco-centre in Novopokrovka town can be considered a model one, as a really devoted educator has been working for five years there, and we can observe how her efforts gain people's confidence. Valeria Nazarova, who runs the eco-centre, not only visits the town schools and invites schoolchildren to the centre for eco-classes, but also makes regular trips to small village schools in tiger range. Also, Valeria closely cooperates with Eco-Tourism and Environmental Education Department of the Udege

¹ Primorsky Krai, informally known as Primorye, is a federal subject of Russia. Primorsky means "maritime" in Russian, hence the region is sometimes referred to as Maritime Province or Maritime Territory. Primorsky Krai, bordered by China, North Korea, and waters of the Sea of Japan, is the southeasternmost region of Russia, located between 42° and 48° north latitude and 130° and 139° east longitude.

Legend National Park through giving joint eco-classes and organizing nature-oriented events, such as excursion, hiking, summer camp, etc. Such collaboration helps foster positive people's attitudes towards the Park, promote the role of protected areas, and attract more adherents, who are concerned with the current state of nature, to conservation efforts.

Below we present our results achieved from January through June 2011 in terms of the Amur tiger conservation project that combines conservation-oriented ecological education and outreach activities for children and adults of the region.

Project Activities

1. Eco-classes in Tiger eco-centre, Novopokrovka town and schools in remote villages of Krasnoarmeisky district

In January 2011, the Phoenix Fund elaborated jointly with Michiel Hötte of WCS-Russia Program a questionnaire to hold a survey in order to evaluate the change in children's knowledge of Amur tiger conservation issues and attitude towards this endangered species. The survey represented 10 questions about tiger. Valeria Nazarova, experienced tutor of the Tiger eco-centre in Novopokrovka, conducted a survey at classes where she never gave lessons devoted to Amur tiger before. Then, the educator started her course of lessons addressing the following topics: the current state of Amur tiger population, Amur tiger conservation issues, tiger habitat and anthropogenic influence, protection of

tiger prey species, and etc. It is planned to hold the second stage of the survey in December 2011, during which Valeria Nazarova will conduct an opinion poll among the schoolchildren who participated in the first stage in January. The results will be compared with the ones received in January in order to assess any changes in children's knowledge.



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Valeria Nazarova gives an eco-lesson

From January 1st to June 30th 2011 the educator gave 110 lessons for 2,231 children and 129 adults.

In January, the educator carried out 16 events, including lessons and contests, for 243 children and 21 adults.

From January 11 to January 20, the educator gave a lesson "Our Votes Are for Healthy Lifestyle!" Over 150 children and 9 adults attended the lesson during which the attendees discussed hazards of smoking and drinking alcoholic beverages as well as pernicious influence of drugs. The educator told the audience about main ingredients of beer, vodka and champagne and informed about toxic substances tobacco contains. In the end of the lesson the educator emphasized that people's lifestyle affects the

environment. All the attendees came to a conclusion that nobody needs drags. The lesson was finished with the following words: “Let’s put an end to drags forever, our world is a big family! It mostly depends on us if our family is sick or healthy!”



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An exhibition of children’s paintings at the eco-centre

On January 21 and 24, the educator held a lesson for twenty-six kindergarten children aged 5-6. During the lesson the kids watched “ecological” cartoons. The educator used cartons about wild animals to foster positive attitude among the children towards wildlife and arouse interest in nature conservation.

On January 24-27, a lesson “Your Fist Meeting” was given to 41 children aged 7-14. The main objectives of the lesson were to familiarize the children with human behaviour during an encounter with a tiger and to foster positive attitude

towards tigers. The lesson was based on the recent incident occurred in Krasnoarmeisky district when a hunter was attacked by a tiger. The educator explained the main reasons for tiger’s attack and mistakes a man does during his encounter with a striped predator. Then, the children learned about methods used to prevent tiger’s attacks and to frighten a predator away in case of an incidental meeting. In the end, the children concluded that human is not a master of taiga, and in this connection he must be courteous, careful and attentive when walking in the woodland. He must not introduce new rules for forest dwellers, but obey their rules. At this rate his chances to get into trouble significantly reduce.

In February, the educator conducted 17 lessons for 287 children.

On February 14-17 and 21, six lessons devoted to forest dwellers were given to 84 children aged 5-9. The teacher began the lessons with riddles about wild animals living in the Ussuriiskaya taiga. Then, the children discussed how animals survive winter and watched a cartoon “In the thickets” about habits and appearance of wild animals. After watching the cartoon, the teacher asked the audience to name animals they saw and offered to play a game “Guess an Animal”. At the end of the lesson the children discussed how they could help animals and birds survive winter.

Two lessons on February 18 and 24 were devoted to the World Whale Day. Over twenty-three children aged 11-12 attended the lessons and learned about an ecological holiday and problems the whales and dolphins face at present day. During the lessons the schoolchildren

read encyclopaedia and illustrated atlases about sea mammals, watched videos about inhabitants of the Sea of Japan, and talked about whales, their lifestyle, and habitat and conservation measures.



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Children play a game about wild animals

On February 25, sixteen teenagers aged 16-19 attended a lesson “About Tigers and Other Predators”. First, the children watched a BBC’s film devoted to predators, and then discussed what they saw. The teacher touched upon a problem of conflicts between humans and predators and asked the attendees to develop various scenarios of human behaviour during encounters with tigers. When answering, the children used recommendations from “Rules on human behaviour and livestock maintenance in Amur tiger habitat”.

In March, the educator carried out 21 ecological events, including eco-lessons, art contests, and film screening for 527 children and young people ranging in age from 5 to 19.

On March 1-3, the teacher gave lessons on wild cats. As many as 36 children aged 7-11 attended the lessons, which were aimed at introducing the different kinds of wild cats, teaching the young people to be

creative, and fostering positive attitude and responsibility to care about pets and wild cat species. During the lessons the children learned a lot about the different cat species and their origin, played interactive ecological games allowing to develop attentiveness, logic and critical thinking. The children competed in their knowledge about cats, demonstrated their creativity by drawing pictures, and showed off their oratory skills by telling interesting stories about their pets.

Over 162 children aged 7-11 attended seven lessons on the topic “We Can’t



© Phoenix

An adaptation for the stage

Survive Without Water” on March 4-5, 9-11 and 24. The main goals of the lessons were to explain what role water plays in human life, to stir up interest in everything that surrounds people, to teach the children to spot out-of-the-ordinary things in everyday life, and to cultivate necessity of keeping ecological balance. During the lessons the teacher explained the children that neither a man, nor plant or animal can survive without water. The children were offered to play a game and participate in a quiz. At the end of the lessons they drew leaflets illustrating important role of water in our life.

From March 14 through March 18 devoted and loyal members of “Namba” eco-club staged a fairy-tale “How A Small Rabbit Frightened A Small Badger” in order to teach the children to be creative and foster care for wild animals. All in all, over 220 young spectators aged 5-11 and nine adults watched a scintillating performance. Young actors disguised as animals, namely Fox, Bear, Badger, Rabbit, Tiger, and a story teller showed the audience how animals live and interact with each other in the Ussuriiskaya taiga.

On March 21, there was an ecological film screening organized at a college in Novopokrovka town for 17 teenagers. The main goals of the event were to awaken children’s interest in animals and to teach them identify animals by their features. After watching films, there was a discussion of predators during which the teenagers named unique and the best characteristics of this or that animal.

From March 15 through March 25 as many as 67 children aged 7-17 participated in a “Baikonur-Earth-Universe” Photo Contest. The main idea of the contest was to draw children’s attention towards the uniqueness of the Earth and the meaning of space exploration. Colourful children’s paintings were exhibited in the foyer of a primary school.

On March 25, a lesson “Earth’s Hour” was given for 14 children aged 7-14 in order to attract children’s attention and involve them, their parents and friends in celebration of Earth’s Day

On March 29, eleven children aged 7-12 watched a film about Kedrovaya Pad Nature Reserve. While watching the film, the children learned a lot about the reserve’s location and flora and fauna species protected by the reserve’s staff.

In April, the educator held 21 nature-oriented events, including eco-lessons, clean-up action, and film screening. As many as 507 children ranging in age between 4 and 19 and 41 adults attended the events.

On April 1, 4 and 5 the educator held a lesson devoted to bird species. All in all, the lesson was attended by 46 kindergarten children aged 4-6. The goal of the lesson was to expand children’s knowledge about bird species and the importance of birds to humans and the environment. At the set-out of the lesson the children were asked to name main signs of spring. Among the signs they mentioned birds returning home after spending the winter in warm countries. Then, the kids gave their explanations how birds differ from other animals. The children named such distinctive features as plumage, wings, beaks and food preference. The educator showed a slide presentation devoted to the Bird Day. When watching the presentation the children learned that International Bird Day is celebrated on April 1 because that is when birds start returning from their seasonal migration. Also, they learned what ornithologists study and how birds make their nests. At the end of the lesson the children revised new information on birds they gained and played an interactive game “Birds and Cage”.

On April 6, fourteen senior schoolchildren aged 16-19 attended a lesson titled “In Order to Prevent Extinction of Tigers”. The lesson was aimed at revising materials and knowledge obtained during the last two years and foster positive attitude among the teenagers towards Amur tiger.



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An eco-lesson for kindergarten children

The educator was pleased to note that the children acquired good knowledge about Amur tiger when attending eco- classes at the tiger eco-centre in Novopokrovka during two years. They knew exact information about the size of Amur tiger, its weight and lifestyle, habits and prey species.

On April 7, the educator organized a film screening of “Home”, a 2009 documentary by Yann Arthus-Bertrand, for teachers of elementary school. The film is almost entirely composed of aerial shots of various places on Earth. It shows the diversity of life on Earth and how humanity is threatening the ecological balance of the planet.

On April 8, 11 and 12, forty-three children aged 7-11 attended a lesson devoted to International Air & Space Day. The main objective of the lesson was to draw children’s attention to the importance of

study and exploration of outer space for development of science and state-of-the-art technologies.

On April 13-15, four performances “Ecological Adventures of Pinocchio” were given at local school. All in all, 203 children aged 7-14 and 17 adults watched the performances the aim of which was to show existing ecological problems on our Planet, their impacts on humans and the environment, and ways to solve these problems. It was a new adapted version of famous tale “The Adventures of Pinocchio”. Young activists and members of local eco-club “Namba” represented the personages of the play. The audience enjoyed the performance and gave a standing ovation.

On April 18, fourteen children aged 9-10 participated in a clean-up action with the purpose to clean a central street from



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“Ecological Adventures of Pinocchio”

garbage. The children worked good in team and were encouraged by passers-by.

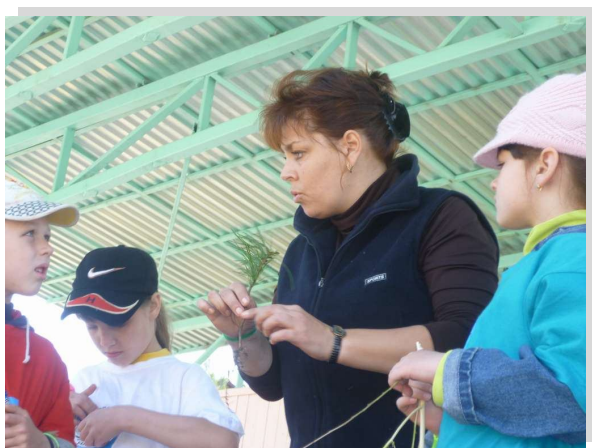
On April 19-22, 25-29 the educator gave a lesson “Let’s Save Our Planet” for 191 children ranging in age between 14 and 18. The main goal of the lesson was to draw children’s attention to people’s

dependence on the environment and inform them about existing ecological problems on the Earth.

In May, the educator held 22 nature-oriented actions in which over 446 children and 20 adults took part.

In May, Valeria gave 16 lessons on topic “Let’s Save the Earth!” for 327 schoolchildren aged 7-18 and 14 adults in order to inform about ecological problems on the Earth and teach them to be responsible for our Planet’s fate. During the lessons the educator used PowerPoint slides and videos.

Valeria Nazarova worked a lot to attract local people to the problem of unauthorized disposal dumps in Krasnoarmeisky district. An appeal was published in local newspaper in order to call on local people to participate in a clean-up action. On May 14 and 15, over 50 people ranging in age from 6 to 56



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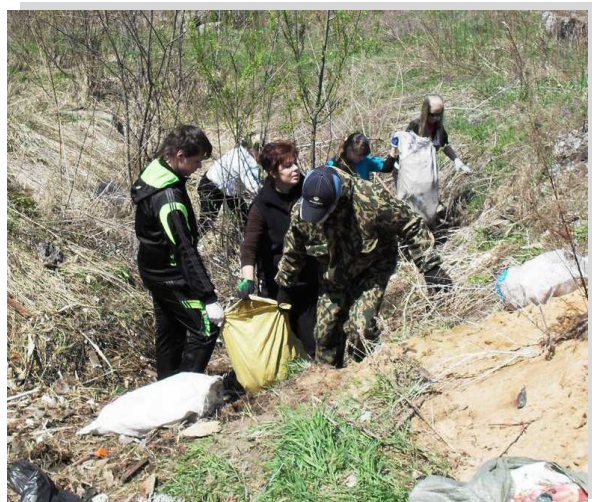
Valeria Nazarova explains how to plant Korean pine saplings

gathered to clean out the town from garbage. In addition, they planted over 100 young plants of Korean pine.

In June, the educator organized 13 nature-oriented events, including lessons,

quizzes, and film screening, for 221 children and 12 adults.

On June 1, the educator visited Goncharovka village to give a lesson on the Amur tiger for seven first-graders. The main goal of the lesson was to familiarize



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Clean-up action

the children with the Amur tiger and work of the eco-centre. At the beginning of the lesson the educator discussed with the children a coat of arms of Krasnoarmeisky district, its main symbols and figures (red deer and Amur tiger). Then, the first-graders learnt about real size of the Amur tiger, coloration of its skin and its importance. Interesting stories about habits and behavior of Amur tigers the children learnt from a video about Amur tigers and other tiger subspecies. At the end of the lesson, each child got a kid’s book “Amur Tiger” and bookmarks with basic information about tigers.

On June 2 and 3, twenty-seven children aged 7-12 gathered in the yard of the eco-centre in order to plant flowers in flowerbeds. By attracting the children to such activities the educator wants to

cultivate responsibility for the beauty and cleanness of native settlement.

On June 6 and 7, over 47 children aged 6-13 attended a lesson devoted to the World Environment Day. The educator told the children that traditionally the World Environment Day celebrated on June 5 and explained why people are concerned about nature conservation. Then, the children played an interactive game and demonstrated their knowledge about protected areas.

On June 8 and 9, Valeria Nazarova held a combined lesson together with a Russian language teacher for 33 children aged 10-13. During the lesson the children got various assignments, and the both teachers could check children's knowledge of Russian grammar and life of tigers. For example, a child was asked to write missing letters and words so that everyone could read a sentence about a tiger. Also, the children had to correct sentences about tiger subspecies: its size, coloration, and range. Another assignment was to devise as many as possible words to describe tigers and their habits. At the end of the lesson the children inserted missing words in Tiger Day Hymn and then listened to it.

On June 10 and 13, forty-one children between 6 and 13 visited the eco-centre to watch ecological cartoons. The main idea of the event was to inform the children about the importance of animals in people's life, foster positive attitude towards tigers and cultivate such kind behavior as kindness and mutual assistance. When watching the cartoons, the children learnt by example of main characters to be friends and understand each other. At the end of the lesson the

children concluded that animals made our life better and kinder.

On June 14 and 15, thirty-eight children aged 6-13 attended a lesson at the eco-centre and watched a film "Secrets of Ussuriisky Nature Reserve". The main objective of the lesson was to expand children's knowledge about protected areas and familiarize them with wildlife and nature of Ussuriisky Nature Reserve.

On June 16 and 17, twenty-eight children aged 6-13 visited the eco-centre and participate in a quiz about nature, animals and plans of Primorye.

2. Eco-classes and events organized by Eco-Tourism and Environmental Education Department of the Udege Legend National Park

During the reported period the Educational Department of the Udege Legend National Park held 32 ecological actions and events for 373 children.



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Julia Laletina gives a lesson

The eco-club *Cedar* that is situated in Dalny Kut village on the border with the national park received 41 visitors. The following outreach activities were

conducted in the eco-centre by the experienced educator Julia Laletina:

- January 13, presentation and lecture on the topic “Birds feeding”
- January 20, demonstration of interactive presentations “Everything about tiger”
- February 1, “Conflict tiger” lecture
- February 15, “Tiger tracks” game-lesson for primary and secondary school children
- March 1 – 28, the eco-centre was preparing for “Bird Day” event
- March 15, “Mysteries of Ussuriisky Nature Reserve” film screening.



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Planting young trees

Marina Korosteleva and Taisiya Gryazeva run another eco-club *Topaz* that is based in Roschino village. During the reported period they conducted ecological outreach for residents and visitors of Roschino village. On January 17, the educators conducted a lesson “Winter in the Forest” for six children of local school. On January 25, seven members of eco-club watched and discussed “Mysteries of Ussuriisky Nature Reserve”

documentary. In February, tree events, namely “Orienting Point”, “Messengers of Spring” and “Conflict Tiger” were held for 27 visitors.

On February 14, an action “Messengers of Spring” was organized and carried out by the Roschino Students Activity Centre, Eco-Tourism and Environmental Education Department of the Udege Legend National Park, with participation of eco-clubs *Topaz* and *Trioniks*. The children from the eco-club *Topaz* decided to teach the audience that 14th of February stands not only for the St. Valentine’s Day but also signifies the transition from winter to spring. They have prepared and passionately performed the play “Forest Dwellers Feel the Spring”. In the course of the event the educator conducted several quizzes and games. Twelve eco-club members and twenty-eight schoolchildren from Roschino and Boguslavets villages were involved in the action.

In March, the eco-club *Topaz* was making preparations for the Bird Day.

In the beginning of the year two tigers occurred in the vicinity of two villages in Krasnoarmeisky district. Both tigers were seen by the villagers but their presence caused no harm. However, the educators from the national park’s Educational Department decided to hold in Roschino school a series of eco-lessons dedicated to rules of human behaviour during encounters with tiger and other wild animals. Oksana Sokolova developed two lessons and conducted 20 classes for 298 senior schoolchildren. Marina Korostyleva carried out seven lessons on the topic “Man in the Forest: How to Behave and What to Fear” for 168 junior schoolchildren. These lectures became

popular among school teachers also. Some students visited classes twice. It was decided that ecological lessons should be continued.



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Children solving a crossword on wildlife

An exhibition of photographs and souvenirs handcrafted by the residents of local villages was organized in the office of the National Park. On March 7, a fair “Craftsmen of Our District” was held in Roschino village where the Park’s Ecological Department exposed information about the Udege Legend and its work.

During the first quarter of the year two issues of National Park’s Newsletter (400 copies each) were published and distributed. One issue included a “Kids’ Page” that was devoted to the Far Easter cat.

In addition to work with local communities, the specialists of the Park’s Eco-Tourism and Environmental Education Department designed two ecological trails. One trail was planned to be shorter (1,4 km) and easier to access for all types of visitors from children to seniors. Also a “Weekend” and “Fishing” tours were developed for both adult and young visitors.

From April to June Julia Laletina and Marina Korosteleva continued working with two eco-clubs – *Topaz* (in Dalny Kut) and *Cedar* (in Roschino). On April 1, they gave a lesson devoted to the Bird Day was given for 48 children. During the lesson the kids learnt why it is important to appreciate the native wild birds flying free outside our windows. On April 2-4, the educators gave PowerPoint presentations on forest fires for 14 children from the 1st-4th grades. The goal of the lesson was to inform the children about basic rules of human behaviour in forest and fire safety rules. On April 23, twelve children attended a lesson about an Endangered Species List and its role in nature conservation.

On May 7 and 12, there was a film screening of ecological film “Wonders of Russia”. Sixteen children watched the film with great interest and then discussed its topic with the educators. On May 13, the children got together to clean street from garbage. On May 21 and 23, the educators gave a lesson about protected areas of Primorye.



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Maria Teploukhova gives a lesson at school

On June 15, fifteen children of *Topaz* eco-club played a game “Pay a Visit to Wood Goblin” during which they learnt about problems wild animals face to survive in the forest. On June 22, the children watched a film about Indian marten, its habits and lifestyle. During a

lecture “Green Pharmacy”, the children learnt about medicinal plants they can find in taiga.

Besides the work with two eco-clubs, Oksana Sokolova and Maria Teploukhova, specialists of the Educational Department of the Udege Legend National Park, visited a school summer camp in Roschino twice a week and gave lessons there on the following topics: “Protected Areas of Russia. Udege Legend National Park”, “Red Book of Primorsky krai. The Flora”, “Red Book of Primorsky krai. The Fauna”, “Accident in Forest. First Aid”, “Culture of Udege People”, “Ecological Quiz”, “We Must Save Them!” (about Amur tigers), “Rivers of Primorsky krai. The Big Ussurka River”, and “Unique Nature of Russia: Far East”, etc.

In June, a group of six children with Maria Teploukhova participated in a summer camp in Prozharsky district, Northern Primorye, organized by Flowerspring eco-team and other young activists in order to raise people’s awareness about the importance of protecting Lotus flowers.

3. Tiger Day Festival in Novopokrovka town

To disseminate ecological ideas to the wide public – especially to young people – we organize ecological festivals. It is a particularly powerful tool in transmitting messages for the values of environment and thoughts about the environmental problems, in forming a different, more ecological, type of consciousness and inspiring to live in harmony with the environment through a festive atmosphere.

Annual Tiger Day festival in Vladivostok and other regional centres has become a popular event devoted to the Amur tiger and other natural treasures of the Russian Far East. The festival usually begins with a

carnival procession, and is followed by various theatrical performances. Games and quizzes are essential part of this event. Phoenix organizes Tiger Day Festivals in Vladivostok, Luchegorsk, Novopokrovka, Partizansk, Lazo, Kirovka and Terney towns. Tiger Day festivals stimulate public concern about the plight of the tiger in the wild and raise funds for tiger conservation.



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Tiger Day-2010 in Novopokrovka

In May 2011, thanks to support from the 21st Century Tiger and other sponsors, Phoenix began preparations for the festivals in Primorye. At the moment, Phoenix staff members together with the educators and tutors of the eco-centres are discussing a scenario of the holiday and making a list of contests that will be organized during the feast. The educators of Novopokrovka town are actively preparing for Tiger Day, drawing a budget estimate for Phoenix consideration, ordering costumes and starting information campaigns to attract as many people as possible.