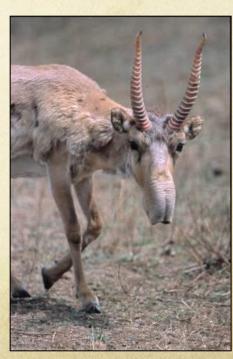
Communicating Conservation

Saiga News
The Saiga Resource Centre
Tools for disseminating
information and facilitating
action

Saiga Antelope: issues of space & scale

- O A historically common ungulate; transboundary, migratory
- O A population crash:
 - O Changing national conditions; international demand; local necessity
- A multi-partner response including local people; range states;
 consumer states and the wider world
 - O Government Departments
 - o NGOs
 - Research institutions
 - Passionate individuals
 - O Local institutions
 - O International businesses eg. oil and gas
 - O The Memorandum of Understanding



Creating information

- O At all scales there are:
 - Lots of strategies being attempted
 - Lots of knowledge being generated (Research, Professional, Anecdotal)
 - O Lots of useful lessons being learned
- O Sharing information brings benefits:
 - Repetition of successes (and not of failure)
 - Capacity building
 - Cost saving
 - O Camaraderie, friendship and mutual support



A recognised need to share more

- Obstacles to conservation
 - "Weak inter agency communication..."
 - "Weak exchange of information..."
 - "Weak international communication..."
- Options for enhanced synergies
 - "...enhance existing and establish new inter agency communication..."
 - "...establish a communication platform and communication mechanism..."
- Mandate of CMS
 - "Foster transboundary dialog"
 - "support communication and awareness raising"

- Physical barriers
 - "Make Species and landscape specific knowledge available"
 - "Make maps available across levels"
 - "web based knowledge platform where information would be stored"
- O Hunting
 - "Improve inter agency communication"
 - "Promote information exchange across range, transit and consumer states"
 - "Sharing experiences and lessons"

Etc. etc. etc.

Sharing is not easy!

- O A dispersed and large network (who should you tell?)
 - O Who is in the network
 - Who is interested
- O Access to technologies (how can you tell people?)
- Contract Language Barriers



Saiga News

- O Bi-annual non peer reviewed journal dedicated to Saiga
- Multilingual:
 - O English, Russian, Chinese, Kazakh, Uzbek, Mongolian
- O Includes
 - A Featured Article
 - O Updates on projects
 - Media Coverage of Saiga
 - Articles
 - O Interviews
 - Announcements



Saiga News

- O A dispersed and large network (who should you tell?)
 - Who is in the network
 - Who is interested
- O Saiga news is a central hub
 - It removes these barriers from the person looking to disseminate (or acquire) information.
- Access to technologies (how can you tell people?)
- Available online and in a printed format
 - The responsibility of distribution is also removed from the information owner
- Canguage Barriers
- O Saiga news is published in 6 languages

- Online information repository and conservation hub for saiga
- Multilingual:
 - O English, Russian, Chinese, Kazakh
- Includes
 - O Background (an introduction)
 - O Latest News
 - O Pictures, Videos, Literature
 - O Education
 - o CMS
 - Saiga News
 - Specialist Resources Section
 - Forum



An information repository:- A digital, free to access, library

O Literature and Saiga News

- O Scientific, practitioner targeted and popular printed literature
- O Searchable (Saiga News a work in progress)
- Multi-lingual

O Pictures and Video

- Catalogued visual Media
- Searchable
- O Information on copyright and usage agreements
- O Already drawing attention from outside the conservation field

An information sharing and conservation co-ordination platform

O Forum

- O Informal space for unstructured conversation on a range of topics
 - O "General Saiga talk", "Project updates & reports", "Discuss Saiga news items", "The Saiga MoU", "CITES"

O Specialist Resources

- O Formal and password protected sub-section of the main site
 - O Personal "Expert Profiles":- a standardised format for sharing interests and skills
 - "Project Profiles":- a standardised format for presenting information about ongoing and recently completed projects
 - Official Documents":- related to the CMS MoU, CITES, etc.
 - o in development

- O A dispersed and large network (who should you tell?)
 - Who is in the network? Who is interested
- O Saiga Resource Centre is a central hub
 - All information should be coming here
 - O Specialist resources sections shows you who is in the network and who is potentially interested
- O Access to technologies (how can you tell people?)
- Available online only
 - O If you and the target recipient are connected to the internet your capacity to share knowledge, information and opinion in real time huge
- Canguage Barriers
- O The Saiga Resource Centre is available in 4 languages with the capacity to have many more

Lessons to learnt: Saiga News

Hard and Digital Copies

- Hard copies are expensive but reach people who would not otherwise have access to this information
 - A concerted strategy for getting copies into the hands of decision-makers is essential
 - Villagers also need copies! they are the front line of saiga conservation and <u>VERY</u> proud to see themselves and local events in an international publication

Content

- O Having all the languages is worth the effort and cost of translation
- O It is very difficult to meet all of an organisations reporting requirements in a single format
 - Saiga news is not well suited to the donor community or general public
 - "Saiga Spotlight" as an alternative accessible digest
 - Saiga New can focus on providing the finer detail of saiga conservation and research

Lessons to learnt: The SRC

O Construction:

- Continuous team
- O Developed in house vs. outsourced
- O The SRC as a template for other MoUs

Maintenance

- O The site is never complete
- Time and financial costs

O Engagement:

- O The site has been warmly received but is not being utilised
- People are busy and have established workflows, change has a investment cost
- O Constant updates of content required to draw people in
- A SRC champion in every range state!

Questions

- There are copies of Saiga News in Russian and English languages available for interested conference delegates
- O I would be delighted to show interested delegates the Saiga Resource centre in more detail
 - You will be emailed a password to access the specialist Resources Section today
 - O Please talk to me at any time if you require assistance







