

FINAL REPORT



U.S. Organization Name: The Tributary Fund

Organization Funded (if different):

Project Title: National Mongolian Taimen Protection Campaign

Grant Amount: \$20,400

Name of Project Primary Investigator: Susan Higgins

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Is video available of the project? No X Yes *

* Not really video produced by this organization, but the following link plays a national Mongolian television interview in Ulaanbaatar on taimen protection with Gankhulyag Balbar (Gaana), key member of our on-the-ground research team in Mongolia (translation attached in **Appendix A**):

<http://www.youtube.com/watch?v=PSaN4HLw07g>.

If yes, and you are comfortable with the terms of use below, please contact

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Electronic Signature: Susan Higgins Title: Program Director Date: December 13, 2013

What was the major goal of this project? Did you accomplish what you had planned?

The goal of the national taimen conservation campaign conducted from January - November, 2013, was to bring about greater awareness of and pride in *Hucho hucho taimen* (taimen) on a national level in Mongolia, leading to behavioural change to protect taimen and its habitat. With essential governmental and non-governmental partners, we built on earlier taimen conservation efforts in small watersheds (the Eg-Uur, Delger and Onon) by expanding the messaging and conservation practices broadly, using these tools:

- The regular advice and guidance from a project advisory team of American and Mongolian scientists, outfitters, and government and non-government representatives. This team, and the general project workplan are presented in **Appendix B**. Minutes of the meetings are available on request.
- Pre- and post-campaign surveys with anglers and other community stakeholders to measure behavioural change to protect the species. Please see **Appendix C** for a listing of survey questions.
- Media campaign using a campaign logo, presentations, distribution of educational materials developed during the campaign, and television broadcast [<http://www.youtube.com/watch?v=PSaN4HLw07g>]. The campaign brochure is presented under separate cover with selected photographs. News stories include those in the Mongolian Daily News [national newspaper, September 2013], in Khentiin Medee [local newspaper, July 2013], and Facebook at “The Taimen Fund” and “Mongolian Fly Fishing Association.”
- Signage in international airports, and poster distribution in soums (towns)
- Engagement with fishing clubs and distribution of taimen campaign hats with logos
- Building partnerships with local governments, ministries and schools to celebrate taimen.

The campaign hinged on a core campaign statement: “We believe in the conservation and sustainability of taimen, the pride and symbol of Mongolia’s pristine nature, and in the people who have potential for conservation wisdom.” This slogan, printed outreach materials, and posters were distributed to rangers, local protection agencies, organizations and community members broadly in the following areas:

- Arkh Province: Undur-Ulaan, Jargalant, Chuluum, Ikh Tamir and Tsetserleg soums
- Uvurkhangai Province: Kharkhorin
- Bulgan Province: Teshig, Khutag-Undur, Orkhon, Selenge soums and Khantai bagh
- Khuvsgul Province: Tsagaan-Uur, Renchinlkhubme, Tsagaan-Nuur, Ulaan-Uul, Tumurbulag, Rashaant, Erdenenbulgan, and Bayanzurkh soums
- Dornod Province: Bayan-Uul and Khalkh Gol soums
- Central Province: Mungun Morit and Erdene soums
- Khentii Province: Batshireet, Binder, Bayan-Adragan. Dadal and Norvolin soums
- Selenge Province: Eruu, Orkhon, Mandal. Bauangol and Tushig soums
- Cities: Darkhan, Erdenentm Baga-Nuur, Murun, Bulgan, and Zuunkharaa

At each location, the team (headed by Gankhulyag Balbar) conducted meetings and surveys of fishermen, administrators and officials of local nature protection agencies to test campaign

effectiveness. Brochure and posters were distributed at several fishing access and soum (town) centers sites in 10 provinces. Distribution sites are shown in **Appendix D**.

The data in Table 1 below was generated from the national taimen campaign's post campaign survey, modelled after a behavioural change survey conducted by RARE in the Onon watershed. Baseline data was collected during June 2013, with post campaign data collected during October 2013. Both instruments surveyed, as much as possible, the same participants.

Table 1. Quantitative post-campaign results of taimen protection behaviour change.

Measure		Results	
Relationship to Campaign	Measure Title	Baseline % June 2013	Post % November 2013
	All interviewed people	100% (56)	100% (57)
	Anglers	23	22
	Recreational visitors	13	16
	Work visitors	20	19
Knowledge	Know laws and fines/penalties accurately	15.9 %	54.4 %
Attitude	Any fishing is a serious threat to the taimen in Mongolian rivers. (Strongly Agree)	29.1 %	100 %
Attitude	Taimen should always be put back into the River after it is caught (Strongly Agree)	78.6 %	100 %
Interpersonal communications	In the past 6 months, have you talked to anyone about releasing taimen back into the river instead of keeping it? If you have, please tell me all of the people with whom you have talked to about (Have not talked to anyone)	64.3 %	0.0 %
Barrier removal	Seen a billboard with taimen messaging? (Yes)	4.3 %	98.2 %
Barrier removal	Seen a poster about reducing illegal taimen fishing on the river.	20.8 %	100 %

	(Yes)		
Barrier removal	Bearing in mind all of the ways in which you learned about taimen and reducing illegal fishing, in the past 6 months, what do you think was the most important message that you learned? (Taimen should always be released back into the river after catching it)	5.4 %	100 %
Behaviour change	In the past 6 months, I have released taimen back into the river after it's been caught every time I have gone fishing.	7.1 %	66.7 %
Behaviour change	The last time you caught a taimen, did you release back into the water while still alive? (Yes)	27.5 %	100 %

Participants were also interviewed for qualitative post-campaign feedback on the campaign and taimen protection in general. These comments are listed in **Appendix E**.

What were your key accomplishments?

- Sample survey results show a **CHANGE IN BEHAVIOR** over a broad region with regard to taimen protection practices and recognition of the importance of taimen. Pre-campaign of 27.5% versus post-campaign of 100% of those interviewed now release a caught taimen back into the river.
- **BRANDING:** Development, distribution and broad recognition of a **NATIONAL TAIMEN PRIDE LOGO** in communities located in **10 MAJOR PROVINCES (states)** in taimen habitat. This logo was used on all printed materials, in signage, and on ball caps distributed to key local spokespersons. The logo appears at the beginning of this report.
- **MEDIA RECOGNITION NATIONALLY:** A goal of the campaign was to create a greater reach of the taimen protection message through newspapers and televised media. Articles appeared in national newspapers, and project leader Gaana Balbar was interviewed at length in a nationally televised program: <http://www.youtube.com/watch?v=PSaN4HLw07g>. (See translation in **Appendix A**)
- Broad distribution of taimen-education brochures during field trips to schools, community centers and access sites (**Appendix D**).

- **CREATION OF A SHARED VISION BY AN INTERNATIONAL STEERING COMMITTEE**, all of whom brought expertise and experiences to the table. The committee was comprised of American and Mongolian scientists, outfitters, and government/organization representatives (**Appendix A**).
- **CONTINUED SIGNAGE IN INTERNATIONAL AIRPORTS IN ULAANBAATAR AN MORON** where international anglers enter the country. Paying for airport kiosk rental space will be the final task of the 2013 campaign, assuring airport signage for the 2014 season.

What will it take to ensure the long-term success of your project?

During survey of anglers and community members in taimen habitat, many commented on the need for a continued campaign, with additional materials, trainings and empowerment of local rangers and teachers. Qualitative feedback from these individuals is provided in **Appendix E**. The job is not done, nor is it sustainable without continued momentum, but a foundation has been set in place. Mr. Balbar, project director, recommends the following for long-term success:

1. As we observe stakeholder and audience feedback, all encourage continuing the campaign. The most important aspect is to continue to measure behaviour on catch and release
2. Broadening the campaign to more angling audiences in cities like Ulaanbaatar, Darkhan, and Erdenet.
3. Organizing more television activity (interviews, discussing on some popular shows)
4. Establishing fishing clubs in Rashaant, Jargalant, Eroo, Chuluut, Tsagaannuur, Tusgig, Khyalganat, Tsagaan-Uur, Erdenebulgan, Mongonmorit, and Khalkhgol soums where there are more active anglers.
5. Producing visible campaign materials with the taimen campaign logo (T-shirts, more hats, fishing jacket and fishing bag etc.)
6. Organizing public events in targeted soums (Eroo, Khalkhgol, Rashaant and Tsagaannuur)
7. Because of modifications to the original grant request, we were unable to include development of a website for this project, but this would be a useful future tool.

Partnerships: What other organizations were involved in this project or assisted in funding or supporting it?

The Disney Worldwide Conservation Fund and The Tributary Fund provided direct funding for this project, but the project was greatly assisted by collaborations with:

1. World Wildlife Fund
2. Ministry of the Environment and Green Development
3. All Aimag (Province) governors office
4. All soum (Town) governors
5. Onon-Balj Rivers National Park in Khentii Province
6. Red Taiga National Park in Khusvgul Province
7. Nomrog National Park
8. The Onon River Fishing Club
9. Outfitters: Sweetwater Travel, Khuvsgul Travel, Mongolian River Outfitters, Nomadic Journeys
10. Some private businesses of all soums (shops, minimarkets, restaurants, hotels, etc.)

11. Orkhon Valley National Park
12. Fishing shops in Ulaanbaatar and Erdenet
13. Moron Airport
14. Ulaanbaatar Airport
15. Nature protection agencies of Arkhangai, Khuvsgul, Bulgan, Selenge, Darkhan-Uul, and Orkhon Provinces

Share a meaningful experience or learning from your involvement with this program, or an example of how the project affected people or wildlife.

At a very basic but critically essential level, local people in threatened taimen watersheds are beginning to understand:

- the importance of protecting taimen as a national treasure
- the differences in fish species
- that taimen are top predators in fresh water ecosystems
- that people can change their behaviour, and that taimen conservation depends on behaviour change and conservation responsibility.
- that local anglers have the power to serve as excellent spokespersons and that eventually their clubs could more effectively manage licensing.

Supporting Resources

Please see Appendices A-E, below.

Broad Category Overview of Budget Expenditures

BUDGET ITEM (you may add lines as needed)	BUDGET AMOUNT
Project Personnel	6,000
Transportation Expenses	3,000
Lodging, Meals	500
Design, Printing, Billboards, and Publications	9,600
Airport Kiosk Rental Space	1,000
Miscellaneous Expenses	300
Administrative Overhead: NOT COVERED	
TOTAL in US \$ (rounded to nearest \$50)	\$20,400

Images

Please see images sent to Claire Martin through relayit.net on 12/16/2013.

APPENDIX A. Translation of National Mongolian Television interview conducted by project lead, Gankhulyag Balbar

He starts the show by saying that protecting a species that's rare in the world is a great contribution by the people of the country to the cultural heritage and environmental conservation of the world. He uses the example of the Panda and Tiger, and how these animals are loved and respected by people all around the world. And taimen must be recognized like them and be loved by all Mongolians. It would be big contribution from Mongolians to the global conservation if we provide conditions and make certain taimen is protected and remains healthy.

He talks about how conservation organizations, NGO's, governmental agencies and fishing outfitters are coming together to start the national taimen conservation campaign. Then, the commentator asks what kinds of activities are being conducted in the scope of the taimen conservation campaign. As many people are getting into fishing as a hobby, how much are those anglers paying attention to conservation?

Gaana: With regard to historical tradition, fish were never a big part of Mongolian's food source. Fish is the animal of the River God. Mongolians even used the fish as a symbol of respect. Because of this culture, the fishery in Mongolia was very healthy until quite recently. But especially since 2000, together with the increase of wealthy people, more and more people are fishing. Because people never knew the right practice of catch and release, they've always kept the fish. There are two main goals of the National Taimen Protection Campaign:

1. To raise people's awareness about the value and significance of taimen.
2. Set up the conservation model that everyone can practice.

Then he shows the brochure and awareness materials of the campaign. He says the campaign is the social work to address the public--not only the conservation of the species, but also people's attitudes. Based on that, the campaign advertises the value and importance of taimen and promotes the method to protect them. Fish protection can be practiced by anyone easily. It's just about falling into the habit of catch and release: "take only the photo and leave the fish in the river with no harm".

Then she asks: Why protect taimen? Why is taimen important? Why is it called the king of fresh water? He briefly explains that the earth is one complex habitat, ecosystem. The ecosystem is made up of many different components and species. In any habitat, there is always a key species that is the top predator. Top predators play the role of regulator. It maintains the balance of the ecosystem. It keeps the other species populations and health balanced. Taimen is one of the world's top freshwater predators in rivers and lakes. Then he shares the historical distribution of the taimen and different kinds challenges today to taimen in Mongolia. Next he makes a very good point of hatchery taimen being like a pet. He says that there are taimen in Europe that no longer live strong as wild because of the hatchery and, in fact, that it becomes too dependent on people. Then he mentioned there are only 70 taimen that have been recorded in Hokkaido, Japan today. He continues that Siberian taimen in Mongolia is the

last place on earth that has a healthy taimen population. In Russia, the Siberian river ecosystem is broken because of too many dams. It has become more like connected lakes rather than continuous rivers. As taimen need very clean water and are sensitive to habitat change, they are having big challenges to survive.

Taimen in Mongolia are also facing enormous challenges and we are likely to lose taimen population in rivers. Then he takes the example of Tuul--how it used to be a healthy fishery. However, rivers in the Arctic and Pacific Ocean basins in Mongolia still have taimen populations that can survive if people practice the right kind of fishing.

APPENDIX B. National Taimen Campaign Advisory Team and General Workplan: 2012-2013
A project facilitated by The Tributary Fund, funded by Disney Worldwide Conservation Fund

Bayarsaikhan Baatar (Bayara), Khuvsigul Travel and Mongolia Fly Fishing Association
 Dan Bailey, Fish Mongolia and University of Montana
 Claire Baker, The Tributary Fund
 Gankhulyag Balbar (Gaana), World Wildlife Fund, Onon
 Batkhuyag Baldangom, World Wildlife Fund, Ulaanbaatar
 Charlie Conn, Taimen Fund and Sweetwater Travel
 Erdenebat Eldev-Ochir, Taimen Conservation Fund
 Peter Fong, Mongolia River Outfitters
 Ganpurev Enebish (Gaana), Khuvsigul Travel and Mongolia Fly Fishing Association
 Susan Higgins, The Tributary Fund
 Zeb Hogan, University of Nevada
 Olaf Jensen, Rutgers University
 Mark Johnstad, Mongolia River Outfitters
 Chimga Luvsandash, The Tributary Fund
 Ms. Onon, Ministry of Environment and Green Development
 Mrs. Oyun, Ministry of Environment and Green Development
 Mrs. Oyungerel, Ministry of Culture, Sports and Tourism.
 Andy Parkinson, Fish Mongolia
 Puji Purendev, Khulvsigul Travel
 Tsogtsaikhan Purev, Ministry of the Environment and Green Development
 Peter Rand, Wild Salmon Center
 Brooke Sadowsky, RARE
 Puji Shirendev, Taimen Conservation Fund and Khulvsigul Travel
 Dan Vermillion, Sweetwater Travel
 Jan Wigsten, Nomadic Journeys

GENERAL WORKPLAN: National Mongolia Taimen Awareness Campaign A project facilitated by The Tributary Fund, funded by Disney Worldwide Conservation Fund	
Ultimate Target	International and domestic anglers Locals in selected taimen watersheds
Products and Outcomes	Pre-survey for 2 airports, selected soums, selected public school and selected monastic school Post survey for 2 airports, selected soums, selected public school and selected monastic school Create database of fly fishing targets: clubs, shops, outfitters, key soums, key agency contacts, involved ecotourism companies, airport personnel Placement of permanent signage at selected fishing access signage sites Publication and distribution of: Taimen Open Days Guide, Taimen Teaching Activity, edited "Spirit of the River" brochure, Taimen Monitoring Handbook (Onon), fishing access signage, selected science team "Taimen Briefs", airport signage for Moron and UB , news articles Possible soum pilot training
Publication Language	Posters, teaching activities, fishing access signage: Mongolian

	<p>Airport signage and science team Taimen Briefs: English and Mongolian “Spirit of the River” Brochures: Mongolian, English, Russian, Chinese, and Czech In-flight magazine article: English and Mongolian Potential news media: Mongolian</p>
Faith Engaged	Buddhism
Region	Mongolia, most importantly taimen drainages, with hopeful national awareness and pride in species
Collaborators	<p>Disney Worldwide Conservation Fund The Tributary Fund World Wildlife Fund Mongolian Ministry of Ministry of Environment and Green Development Ministry of Culture, Sports and Tourism. Taimen Conservation Fund Fly fishing shops Mongolian Fly Fishing Association The Gandan Buddhist leadership Taimen Science Team UB and Moron Airports Wild Salmon Center RARE Sweetwater Travel Fish Mongolia Mongolia River Outfitters Khulvsgul Travel</p>
Project Lead	Sue Higgins, The Tributary Fund
Chief Staff and Assist:	Gankhulyag Balbar (Gaana), World Wildlife Fund, Onon Chimga Luvsandash, The Tributary Fund
Advisors	National Taimen Campaign Advisory Team in regular Skype and phone conference calls (minutes available)
Targeted Project End Date	October 2013
Detailed Weekly Workplan	Available in separate document

APPENDIX C. National Taimen Protection Pre- an Post-Campaign Survey Questions

PRE

(1) Which of the following statements best describes you:

- You have fished at least 1 time in the past 12 months in the River,
- You have fished at least 1 time in the past 12 months and were trained by in fly-fishing techniques,
- You visited the River at least 1 time in the past 12 months for recreation,
- You visited the River at least 1 time in the past 12 months for other work reasons (herding, patrolling, etc.),
- You have not been in or near the River in the past 12 months.

(2) Are you aware of any laws on fishing in the River? If so, please tell me your understanding of the law and any fines or penalties that it has.

- Unaware of laws/fines
- Aware of laws/fines, but don't know specifics
- Know law but not fines/penalties
- Know fines/penalties but not laws
- Know laws and fines/penalties accurately

(3) I am going to read you a list of 6 statements about whether or not you have caught and released taimen when you have fished in the river in the past 6 months. I want you to listen to all 6

- In the past 6 months, I have never considered releasing a taimen back into the river after it's been caught.
- In the past 6 months, I considered releasing a taimen back into the river after it's been caught but have not done so.
- In the past 6 months, I considered releasing a taimen back into the river after it's been caught and intend to do so at some point in the future.
- In the past 6 months, I considered releasing a taimen back into the river after it's been caught and intend to in the future. I have talked to someone about it, but have not yet tried
- In the past 6 months, I released a taimen back into the river after it's been caught at least once, but not every time I went fishing.
- In the past 6 months, I released taimen back into the river after it's been caught every time I have gone fishing.

(3) Where do you think most fishermen who are fishing for taimen in the your area come from? [Check one]

- Local soums
- Neighboring soums
- UB
- Other aimag
- Other country (Russia, China, USA, etc.)
- Don't know
- Darhan
- Erdenet
- Erdenet Darhan
- Erdenet Darhan Selenge
- Erdenet goliin orchim
- Sonirhol
- Other

(4) Any fishing is a serious threat to taimen in the Mongolian Rivers.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

(5) Taimen should always be put back into the river after it is caught

- Strongly Agree
- Agree

- Neutral
- Disagree
- Strongly Disagree

(6) In the past 6 months, have you talked to anyone about releasing taimen back into the river instead of keeping it? If you have, please tell me all of the people with whom you have talked to.

- Have not talked to anyone
- Talked to spouse/partner
- Talked to parents or in-laws
- Talked to your children aged 16 or older
- Talked to your children aged 15 or younger
- Talked to friend or neighbor
- Talked to village elder or local authority
- Talked to government official or expert
- Talked to environment worker
- Talked to work colleague

(7) The last time you caught a taimen, did you release it back into the water while still alive?

- Yes
- Uncertain
- No

(8) Seen a billboard with taimen messaging?

- Yes
- Uncertain
- No

(9) Have you seen a poster about reducing illegal taimen fishing on the river?

- Yes
- Uncertain
- No

(10) In last 3 years what do you think about taimen population size in the your river?

- Increase
- Decrease
- Uncertain

(11) Bearing in mind all of the ways in which you learned about reducing illegal fishing, and the taimen, in the past 6 months, what do you think was the most important message that you learned from this campaign?

- Locals joining a CMA/CBO is important for protecting their natural resources
- Tell people that taimen is in danger of dying out
- Following fishing laws will benefit the environment
- Taimen should always be released back into the river after catching it
- I should report illegal fishing activities to the authorities
- Remember no methods/messages
- I should become a fishing club member

POST

(12) Taimen should always be put back into the River after it is caught

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

(13) I am going to read you a list of 6 statements about whether or not you have caught and released taimen when you have fished the river in the past 6 months. Which best describes you?

- In the past 6 months, I have never considered releasing a taimen back into the river after it's been caught.

- In the past 6 months, I have considered releasing a taimen back into the river after it's been caught but have not done so.
- In the past 6 months, I have considered releasing a taimen back into the river after it's been caught and intend to do so at some point in the future.
- In the past 6 months, I have considered releasing a taimen back into the river after it's been caught and intend to in the future. I have talked to someone about it, but have not yet tried
- In the past 6 months, I have released a taimen back into the river after it's been caught at least once, but not every time I went fishing.
- In the past 6 months, I have released taimen back into the river after it's been caught every time I have gone fishing.

(14) I am going to read you a list of 6 statements about whether or not you have caught and released taimen fish when you have fished in the river in the past 6 months. I want you to listen to all 6

- In the past 6 months, I have never considered releasing a taimen back into the river after it's been caught.
- In the past 6 months, I have considered releasing a taimen back into the river after it's been caught but have not done so.
- In the past 6 months, I have considered releasing a taimen back into the river after it's been caught and intend to do so at some point in the future.
- In the past 6 months, I have considered releasing a taimen back into the river after it's been caught and intend to in the future. I have talked to someone about it, but have not yet tried
- In the past 6 months, I have released a taimen back into the river after it's been caught at least once, but not every time I went fishing.
- In the past 6 months, I have released taimen back into the river after it's been caught every time I have gone fishing.

(15) Where do you think most fishermen who are fishing for taimen in the your area come from? [Check one]

- Local soums
- Neighboring soums
- UB
- Other aimag
- Other country (Russia, China, USA, etc.)
- Don't know
- Darhan
- Erdenet
- Erdenet Darhan
- Erdenet Darhan Selenge
- Erdenet goliin orchim
- Sonirhol
- Other

(16) Are you aware of any laws on fishing in the River? If so, please tell me your understanding of the law and any fines or penalties that it has.

- Unaware of laws/fines
- Aware of laws/fines, but don't know specifics
- Know law but not fines/penalties
- Know fines/penalties but not laws
- Know laws and fines/penalties accurately

(17) Any fishing is a serious threat to the taimen in the Mongolian Rivers.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

(18) Taimen should always be put back into the river after it is caught

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

(19) In the past 6 months, have you talked to anyone about releasing taimen back into the river instead of keeping it? If you have, please tell me all of the people with whom you have talked to about

- Have not talked to anyone
- Talked to spouse/partner
- Talked to parents or in-laws
- Talked to your children aged 16 or older
- Talked to your children aged 15 or younger
- Talked to friend or neighbor
- Talked to village elder or local authority
- Talked to government official or expert
- Talked to environment worker
- Talked to work colleague

(20) The last time you caught a taimen, did you release back into the water while still alive?

- Yes
- Uncertain
- No

(21) Seen a billboard with taimen messaging.

- Yes
- Uncertain
- No

(22) Seen poster about reducing illegal taimen fishing on the river.

- Yes
- Uncertain
- No

(23) Bearing in mind all of the ways in which you learned about reducing illegal fishing, and the taimen, in the past 6 months, what do you think was the most important message that you learned?

- Locals joining a CMA/CBO is important for protecting their natural resources
- Tell to people the taimen is in danger of dying out
- Following fishing laws will benefit the environment
- Taimen should always be released back into the river after catching it SMART
- I should report illegal fishing activities to the authorities
- Remember no methods/messages
- I should become a fishing club member

(24) In last 3 years what do you think about taimen population size in the your river?

- Increase
- Decrease
- Uncertain

APPENDIX D. Materials Distributed: National Taimen Protection Campaign 2013

Soums, Aimags, Cities	Number of distributed campaign materials							Responsible person
	Stickers	Poster	Brochures	Law booklet	Monitoring sheets	Small billboards 1x1, 5m	Bigger billboards 1,5x2m	
Ovorkhangai aimag								
Kharkhorin soum	100	100	150	10	5	1	1	Oyunmandal
Arkhangai aimag								
Tsetserleg city	100	100	150	5	5	1	1	Iderbayar
Ikhtamir soum	100	100	150	10	3	1		Battogtokg
Ondor-Ulaan soum	100	100	150	10	4	1	1	Tumenjargal
Chuluut soum	100	100	150	10	2	1		Boldbaatar
Moron bag, Tariat soum	50	50	50	4	2	1		Olziisaikhan
Jargalant soum	100	100	150	10	2	1		Batbaatar
Tsetserleg soum	100	100	150	10	2	1		Tsegmidbaatar
Khuvsgul aimag								
Rashaant soum	100	100	150	10	4	1		Onorbold
Moron city	100	100	150	10	4	1	1	Urtnasan
Ulaan-Uul soum	80	80	140	8	2	1	1	Tomorsukh
Renchinlkhumbe soum	80	80	140	8	2	1		Tomorsukh
Tsgaannuur soum	80	80	140	8	2	1	1	Batkhuu
Arbulag soum	60	60	120	6	2	1		Dashdendev
Bayanzurkh soum	60	60	120	6	2	1		Tomorsukh
Tomorbulag soum	80	80	140	8	2	1		Urtnasan
Tsagaan-Uur soum	100	100	150	10	4	1		Erdenekhoo
Erdenebulgan soum	100	100	150	10	4	1	1	Javkhiant
Bulgan aimag								
Khutag-Ondor soum	100	100	150	10	2	1		Amartuvshin
Bulgan city	100	100	150	10	2	1	1	Nemekhbayar
Teshig soum	80	80	140	8	2	1		Tungalag
Selenge soum	80	80	140	8	2	1		Mergenbaatar
Khyalganat bag, Khangal soum	80	80	120	8	2	1		Batmonkh
Orkhon soum	80	80	120	8	2	1		Bat-Olzii
Selenge aimag								
Orkhon soum	100	100	150	10	2	1	1	Altantuya
Eroo soum	80	80	140	8	2		1	Sergelen
Mandal soum	80	80	140	8	2	1	1	Nyamdavaa
Dulaankhaan soum	80	80	140	8	2	1	1	Batzorig
Tushig soum	80	80	120	8	2	1		Otgontui
Bayangol soum	80	80	120	8	2		1	Enkhbat
Sukhbaatar city	100	100	150	10	4	1	1	Batzorig

Khentii aimag									
	Dadal soum	100	100	150	10	4	1	1	Chingis
	Binder soum	100	100	150	10	4	1	1	Enkhtovshin
	Batshireet soum	100	100	150	10	4	1	1	Monkh-Ochir
	Bayan-Adraga soum	100	100	150	10	4		1	Bayasgalan
	Norovlin soum	100	100	150	10	4		1	Nandinbaatar
Dornod aimag									
	Bayan-Uul soum	100	100	150	10	4		1	Dorj
Cities									
	Erdenet city	100	100	150	10	4	1	1	Mashbat
	Darkhan city	100	100	150	10	4	1	1	Batbileg
	Orkhon soum Darkhan aimag	100	100	130	10	4		1	Khashkhuu
National Parks									
	Ulaan taiga National Park	100	100	130	10	4			Tomorsukh
	Orkhon valley National Park	100	100	130	10	4			Suurtohtokh
	Onon-Balj National Park	100	100	130	10	4			Tsendgombo
	All printed materials	5000	4000	6000	500	300	35	25	
	Distributed materials	3910	3910	6000	385	125	35	25	
	Leftover materials	1090	90	0	115	175	0	0	

APPENDIX E. Qualitative Post-Campaign Interview Quotes

Oyunmandal (Ranger of Kharkhorin):

“People of Kharkhorin embrace the campaign. The team distributed campaign ad materials to all shops and supermarkets of the soum, gas stations, and tourists camps. Officials feel that taimen awareness is increasing, and ask for continued outreach. The governor and ranger Orkhon soum report that some fishermen from UB who were fishing illegally were stopped. Local knowledge is elevated especially now learning that taimen thrive in The Orkhon River where they have since been observed in two reaches.”

Suuritogtokh (Orkhon Valley National park specialist):

“This summer was rich with rain. During our trips to the river we observed taimen twice in the Orkhon River. We see it is important to do a research and make evaluation in this river and continuation of the campaign. We are looking forward of getting more ad materials. They are quite useful.”

Tserendolgor and Iderbat (specialists in the Environmental agency of Arkhangai Province):

“Our team implemented the campaign in all 19 soums of our province. Moreover, we conducted a small festival in Tariat soum, people appreciated it much. We assume that people are now getting to know the significance of the taimen. but here is a concern: Our people even including rangers cannot distinguish taimen from lenok. Therefore, we need small activities or trainings to help them with this. This summer illegal fishing was not recorded in Tsetserleg area (the province center) as well as many soums. We want to continue this campaign, to include deeper activities.”

Batbold and Battogtokh (A ranger and a fisherman in Ikh Tamir soum of Arkhangai Province):

“Now our soum residents know much about taimen. We have distributed the ad materials to as many people as possible. All officials of our soums slicked the campaign stickers on every computer, printer and door. We see that people became more interested in taimen and want to know more. All soums of Arkhangai Province had not been issued fishing permissions, so everyone who will use a rod is illegal right now. Scientific research is needed on our rivers as we do not know much of our fish population. This information helps us understand this need”

Enkhbaatar (the Bagh governor of Undur-Ulaan soum, Arkhangai Province):

“Our soum residents warmly engaged in the campaign. We distributed the materials and made speeches in soum meetings. We posted two billboards outside of the office. We have observed taimen in the Chuluut.

Tsogtgerel (Vice Governor of Undur-Ulaan soum, Arkhangai Province):

“High positioned fisherman used to fish in our rivers a lot. Now people are actively reporting illegal fishing much more than before. It is getting important to establish nukhurluls (local groups, to facilitate local peoples’ involvement). This campaign should continue its activity assisting the local to combine efforts as nukhurluls.”

Batbaatar (Environmental inspector of Jargalant soum, Arkhangai Province):

“We distributed the campaign ad materials to many places, and patrolled rivers more this year. Because of financial issues, we cannot facilitate patrolling all year around, and would appreciate it if the campaign continues and assists on this matter. We posted the billboard at the soum cultural centers. People paid much interest. It would be more effective if the campaign could continue to raise taimen awareness.”

Sainbaatar (Fishermen of Jargalant soum, Arkhangai Province):

“I had made several trips along the river this summer. Due to flooding and murky waters, I saw few taimen. The campaign proceeded well in our soum. I posted the billboard on the bank of the river and at crossroads heading to the river. Moreover, I have a small computer service business in my soum. I printed peoples’ photos on the campaign poster, which they like very much. Many want to print their photos on the campaign poster. “

Tsegmidbaatar (Vice governor of the Tsetserleg soum, Arkhangai Province):

“Our soum had not administered fishing licenses because the fish resource had not been identified. The fishermen of one travel come to our soum’s rivers on jet boats. Our locals do not appreciate it. We need to ban them. And when we want to check, they say that they have permission from the ministry. It is so important to continue the campaign. Once it is started it will be effective to continue it for best results. I think if there is taimen in our rivers the campaign should not stop.”

Sarantsetseg (An assistant of Peoples’ Assembly of Rashaant soum, Khuvsgul Province):

“It is important to continue the campaign and reach out to school children. We have are planning a ‘taimen day’ with the children this winter.”

Enkhtur (Fisherman of Rashaant soum, Khuvsgul Province):

“The campaign was effective as to my evaluation. I have conducted three river observations this summer. I am interested in establishing fishermen club in my soum. There are 7-8 youth who go with me to fish. I have a wish to collaborate with you if the campaign continues.”

Dashdende (The Head of the Environmental Agency of Khuvsgul Province):

“We have challenging fishing companies in our aimag like New Arig, Ingol Zlot and Pago Tour. Most of their clients are Russians and Czechoslovakians. There are rumors that these companies run their business unfairly. We need your support to make them open and legal. The companies like Fish Mongolia, Nomadic Journeys and Khuvsgul Travel companies respect the laws. However, one company continues using jet boats, which are illegal. Moreover, this company fishes as if does a fish research. It is important to clarify this issue. The campaign needs to continue and the ad materials need to be deeper in order to change the public behaviour and their attitude to the fishing companies.”

Erdenebat and Munkherdene (The Governor and the rangers of Tsagaan-Uur soum, Khuvsgul Province):

“We distributed the campaign publications to every organization of the soums and every bagh. The school students are going to collaborate with us now.”

Tserenkham (A Ranger of Erdenebulgan soum, Khuvsgul Province):

We distributed publications to all organizations, shops, and bagh families, and posted the billboards. We have plans to work closer with eco clubs in the school. We see the importance of continuing the campaign.

Sandagdorj (A ranger of Orkhon soum, Selenge Province):

“Hope the campaign will continue in this manner. We plan to work with school children.”

Batzorig (The head of EA of Selenge Province):

“We distributed the materials to all soums of the province. People appreciate it much. It is important to continue the campaign.”