



# OUTREACH AND MEDIA

The Gabon Sea Turtle Partnership  
2010-2011

# Outreach



We believe that wildlife conservation can only succeed with the involvement of the local community. With this aim, we are working with local youth and young adults to engage them in meaningful (and fun!) activities that speak to many different learning styles and interests.



Gabon is on the cusp of developing a viable ecotourism product and a greener society, and today's young people are going to be

the trendsetters and decision makers over the next 20+ years. So we are working toward both the short-term goal of raising national awareness about what needs to be done to keep a healthy population of sea turtles in Gabon, and the long-term goal of training Gabonese youth to be ready to take on roles like biologist, park ranger, tour operator, artisan, and entrepreneur.

The Gabon Sea Turtle Partnership's outreach teams were busy during the 2010-2011 season! Working in Libreville, Cap Esterias, Gamba, Mayumba, Ndindi, and nearby villages, our teams used a wide variety of teaching methodologies and multimedia

resources to raise awareness about sea turtle ecology and conservation. This year, we reached over 5000 people!

This report summarizes the outreach and media activities of the Gabon Sea Turtle Partnership from August 2010 to August 2011. In the following pages you will find information about Sea Turtle Day, our village and school visits, our mural and sewing initiatives, the printed and multimedia products we produced and distributed, and what we are planning for the 2011-2012 season! Please visit our website:

[www.seaturtle.org/groups/gabon](http://www.seaturtle.org/groups/gabon) for the latest information on what we're up to!

# Turtle Day 2011: It's all good.

## Libreville

For a change of pace, this year's Libreville Turtle Day event was held in the popular weekend hotspot of Sabliere beach. It was a great improvement on last year's venue; hundreds of passers-by stopped in to pick up one of our brochures, ask the team questions, or try their chance at turtle trivia games to win a t-shirt or a poster!

The highlight of the day was the dance contest! Kids of all ages danced their little hearts out to the crowd's

thundering applause, and the kid with the best boogie took home a poster, a t-shirt, and a trophy holding a shiny new change purse filled with 20,000 cfa (\$40)!

## Mayumba

This small-town party just keeps growing! Over 400 schoolchildren and their families came out for the football match, clean-up campaign, tote-bag design contest, parade, film festival and dance contest, which lasted into the night! We received over 100 entries in the tote-bag design contest. The five winners will participate in a sewing camp during the next school break!

## Ndindi

After employing a "chutes-n-ladders"-style game to teach

concepts about sea turtle conservation in five of the Banio Lagoon's tiny villages, we finally arrived in Gabon's southwestern-most town, Ndindi. An early-morning clean-up campaign and parade beat the heat, then students decorated the town auditorium by pinning up their turtle drawings and settled in for a turtle film festival! The biggest laughs came during the skits, as students and their teachers acted out a tourist family's visit to our turtle beaches!

## Gamba

Once again, the IBONGA team brought this message to Gamba's citizens: sea turtles are an important resource for ecotourism, and should be protected!

## Cap Esterias

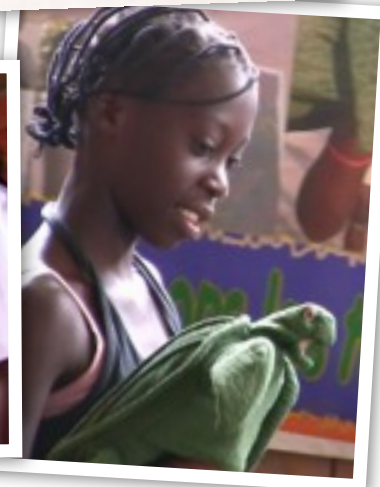
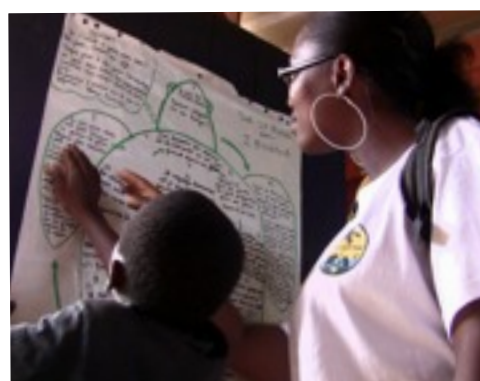
In the small town of Cap Esterias, over 300 children and their teachers spent the whole day celebrating turtles! In the morning, starting from a big tent set up in front of their school's new turtle mural, the kids rotated through several activities: town clean-up, football matches, art contest, snack-time, and turtle films. After lunch, students put on a traditional dance performance for the local authorities, and prizes were awarded to winners of all the contests!

*Did you know?  
We have been holding  
annual Turtle Day events  
in Gabon since 2005, when  
the first Turtle Day was  
celebrated with a couple  
hundred schoolchildren  
in Mayumba.  
This year, we had over  
2000 participants in 5  
coastal towns!*





*School and Village Visits*  
*Gabon Sea Turtle Partnership outreach*  
*teams travel far off the beaten path to*  
*bring engaging learning activities to*  
*children all over coastal Gabon.*



Our outreach teams are active in villages and towns all along the coast. Their visits are a highly anticipated event in most schools, where chalk and a blackboard are often the only teaching tool.

Having amassed a large library of didactic materials over the years, we are able, in minutes, to transform a tiny dirt-floor classroom into a world of aquatic wonder!

In 2010, our longtime supporters Idea Wild sent 3 full sets of sea life puppets to Gabon so that Gamba, Libreville, and Cap Esterias will have everything they need to replicate the successful participatory learning activities that were piloted in Mayumba and its surrounding villages. These puppets have finally arrived in Gabon and will be put to excellent use during the 2011-2012 school year!

# Mural Project



Pepito, a young Gabonese muralist and comic strip artist, was one of the most exciting discoveries of 2010. In addition to painting four new murals in Mayumba, he also facilitated a school-wide art contest in Cap Esterias. Winners added their drawings below his large mural.



# Mayumba Turtle Tote Bags



Even though Gabon's President Ali-Ben Bongo Ondimba mandated that all new plastic bags being used in Gabon must be biodegradable, they still can pose a health threat to sea turtles if they end up in the ocean.

The Turtle Totes initiative has the dual goals of teaching a useful job skill to young ladies in Mayumba, and the eventual replacement of plastic shopping bags with cloth tote bags that are made using recycled and leftover cloth.



Idea Wild has just donated 5 sewing machines to this initiative, which will enable us to hold training camps for local high school girls!





Who wants a sticker to decorate their notebook?!?

We want to make sea turtle conservation ubiquitous in coastal Gabon, so every time we visit a school or village or hold an event, there are lots of goodies to be had! This year, we handed out hundreds and hundreds of t-shirts, posters, calendars, brochures, and stickers.

In addition to the distributable materials, we also printed and installed information and publicity panels in prominent, high-traffic locations in the communities we serve, to act as a daily reminder of what each one of us can do to help Gabon be a leader in sea turtle conservation!

*Printed Materials*

*A picture's worth a thousand words, but a picture and words are even better!*



# Website and Films

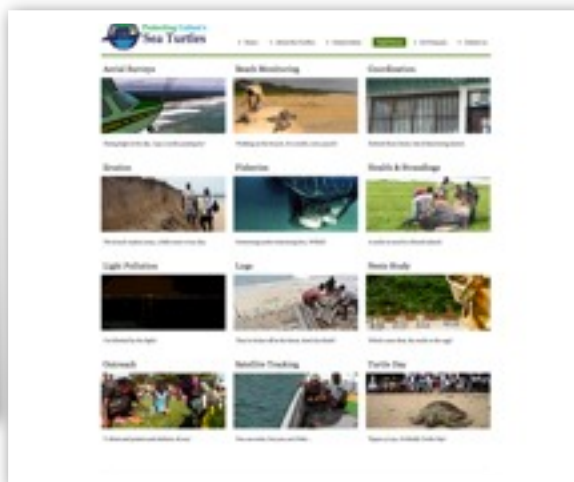


In 2011, we completely overhauled our website and gave it a clean new look! By popular demand, it's now got pages for each of the Partnership task forces, and our newest films are also available for your viewing pleasure!

Another fun new feature on the site are the Member Profiles. The Gabon Sea Turtle Partnership is the sum of its incredible individuals, and we'd like you to get to know a little more about them!

On the film side of things, we released a new Turtle Day short film that's been a big hit with kids and adults alike. Told from the perspective of a young green turtle, it encourages viewers to get involved with (and even create their own!) conservation initiatives in their community.

We also involved our turtle technicians with the glimmers of movie stardom, by having them film and perform in their own training video!



**Turtle Team Member Profile:**  
**Pierre Didier Agamboué**



Didier has been working on Gabon Sea Turtle Partnership projects since 2008. He is meticulous in his attention to detail, and his dedication to his work is impressive.

In addition to traveling the Gabonese coast setting up hatcheries and studying nests, Didier also keeps things organised for the Partnership in Libreville, and always is ready with a great smile!

# Next Steps



*More  
Turtle Murals!*



*Team Exchange and  
Capacity Building*



*6th Annual  
Sea Turtle Day!*



*Young Women's  
Sewing Project*



*New Goodies  
to Give Away!*



*Continued School  
and Village Tours*

We think our program is pretty cool, so we are going to keep it up!

Some highlights of the coming year's aspirations include covering as many public walls as possible with turtle murals, and sending Innocent Ikoubou, a super-motivated whirlwind of ideas and our Cap Esterias Outreach Coordinator, to a project management training course at the Lope Training Center and for a three-week exchange to work with the

fabulous team down in Mayumba National Park.

We also plan to keep the party going every April at our five Turtle Day locations. Kids, get ready for more fun and fabulous prizes!!

As we mentioned before, the Mayumba Turtle Totes Initiative got a boost from our pals at Idea Wild, so we are planning a week-long "sewing boot camp" for motivated high school

and junior high girls during the school holidays.

And there's more! We've ordered a treasure chest of turtle keychains, t-shirts, baseball caps, and sunglasses to give away, as well as canvas tote bags we plan to place in the Libreville supermarkets!

Of course, we're on a mission to give all those goodies away, so schools and villages, get ready!