

## Red-fronted Macaw Program

### **“Environmental education in the Omereque and Saipina Municipality”**



The Red-fronted Macaw (*Ara rubrogenys*) of the Dry Andean valleys in Bolivia: Steffen Reichle

#### **Justification:**

The Red-fronted Macaw is one of the most majestic birds of the Dry Andean valleys of Bolivia, the only place in the world where this species occurs. It is Critically Endangered and we estimate a population size no larger than 1,400 individuals based on the breeding population census Armonía conducted in 2021. The macaws gather together in large numbers from November to April to breed in nest holes along large sandstone cliffs. They depend on the vegetation along river edges in this dry landscape, the same areas the indigenous people use for agricultural production. It is threatened by the collection of individuals for the illegal pet trade, and habitat destruction due to agricultural expansion.

Asociación Armonía has stopped the illegal trade of the Red-fronted Macaw's Rio Mizque population through intense education programs, ecotourism and community agriculture development programs. Armonía's national illegal trade education campaign, and the motivation of Santa Cruz authorities to stop bird trade, we succeeded to permanently shut the open-air illegal trade markets in Santa Cruz since 2017 and has not returned.

The Omereque and Saipina municipally harbor the majority of the Red-fronted Macaw population. The presence of Armonía at the communities of the Red-fronted Macaw Reserve since 2006 proved highly successful to protect the Red-fronted Macaw most important breeding cliff, though required continuous educational programs and community support. This successful environmental education model we want to implement at communities throughout the Omereque and Saipina municipality to generate a higher impact and awareness to safe the Red-fronted Macaw from extinction.

**Project aim:**

We aim to halt the killing of the Red-fronted Macaw that is still seen as a crop pest for peanut and corn plantations, and stop the local trade of the Red-fronted Macaw at communities within the Omereque and Saipina municipality. Therefore, we will implement Armonía’s environmental education and awareness campaign at educational units (students and teachers) to present the importance of protecting the Red-fronted Macaw and other species in the wild.

**Activities:**

1. We will carry out 4 awareness workshops (two in Omereque and two in Saipina) in coordination with educational authorities and teachers aimed at primary and secondary students in the two municipalities. We will provide the following material:
  - a. Environmental education booklets Armonia used in the past (see attachments)
  - b. Red-fronted Macaw education video:  
<https://www.youtube.com/watch?v=Zh886LQ1f50&t=1s>
2. Armonia will be present with a stand at the “La Copla” festival for song and poetry in the Saipina municipality to present the importance to protect the Red-fronted Macaw.
3. Armonia will be present with a stand at the “Feria Ecologico” in the Omereque municipality to present the importance to protect the Red-fronted Macaw.

**Conservation Results**

We estimate to reach approximately 600 children and young students and make them aware about the importance of the Red-fronted Macaw. Our workshops will reach over 60 teachers of educational units throughout the Omereque and Saipina municipality. The educational video will be presented at the festivals and can reach up to 1,000-1,500 people around the Omereque and Saipina Municipality, including students, parents and teachers.

**Budget:**

<b>Red-fronted Macaw Environmental Education Program</b>	
<b>Item</b>	<b>Budget in Euros</b>
<b>Project personnel</b>	
Project coordinator	400
Project supervision	200
<b>Educative activities with schools and festivals</b>	
Municipality of Omereque	2,200
Municipality of Saipina	2,200
<b>Indirect costs</b>	
Asociación Armonia	780
<b>Total</b>	<b>5,780</b>