



United Republic of Tanzania

REDD+ Communication Strategy for TFS

2012 - 2014



**MINISTRY OF NATURAL RESOURCES AND TOURISM
THE TANZANIA FOREST SERVICES AGENCY (TFS)**

REDD+ COMMUNICATION STRATEGY FOR TFS

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LIST OF ACRONYMS

CBOs	Community Based Organisations
EMNet	Environment Media Network
FITI	Forest Industries Training Institute
FTI	Forest Training Institute
JET	Journalists' Environmental Association of Tanzania
LGAs	Local Government Authorities
MKUKUTA	Mpango wa Kukuza Uchumi na Kupunguza Umasikini Tanzania
MNRT	Ministry of Natural Resources and Tourism
NGOs	Non Governmental Organisations
REDD+	Reduced Emissions from Deforestation and Forest Degradation plus
RICS	REDD+ Information and Communication Strategy
TAFORI	Tanzania Forest Research Institute
TFS	Tanzania Forest Services Agency
ToT	Training of Trainers
TV	Television
VPO	Vice President Office

1.0 INTRODUCTION

REDD+ Communication Strategy for TFS is an outcome of the Provision of Consultancy Services for the support of the Forestry and Beekeeping Extension and Publicity. The aim of the consultancy was to support MNRT/TFS in the development of a REDD+ Communication Strategy, development of awareness raising material, conducting training for forest staff and media representatives on Climate Change and REDD+.

2.0 RATIONALE FOR REDD+ COMMUNICATION STRATEGY FOR TFS

REDD+ is a new concept, thus, necessitating a need for ensuring systematic and consistent information flow over REDD+ related issues to different stakeholders. This approach is important so as to avoid situation where stakeholders generate different and conflicting understandings. Forest monitoring assessment and verification, for example, can't be easily understood especially by local communities and this may impact their participation in carbon accounting at all levels. Communication and information management on REDD must therefore ensure that stakeholders develop relevant knowledge.

The correct information which various stakeholders need to have is very critical to successful implementation of REDD+. Interventions at national or local levels will generate information which is aimed at contributing to the preparedness of REDD+. Such information will be meaningful if will be not only effectively communicated but also help to generate knowledge to those intended.

In a nutshell, the REDD+ Communication Strategy for TFS is significant as it will benefit many stakeholders:

- Government officers at the national and local level in the implementation of REDD+ activities and projects
- Communities living adjacent to forests on how to take care of forests in order to benefit from the carbon trade.
- Journalists to understand basics of REDD+, the complex and realities and be able to report precisely on REDD+ issues to the society of Tanzania

3.0 STRATEGY DEVELOPMENT PROCESS

The Strategy has been developed for the period of ten months i.e. from January – October 2012. Intensive stakeholders' consultation was done during the two ToT Trainings and the Publicity Officers and Journalists training which involved. Stakeholders were the Tanzania Forest Service (TFS) technical staff (including zonal extension teams, Forest Training Institute -FTI, Forest Industries Training Institute -FITI) and staff from Local Government Authority - LGAs and environmental Journalists from various media houses of Tanzania.

In each training participants were involved in different activities to generate messages for the strategy and other key components of the strategy.

During the training with extension and publicity officers and journalists, the draft communication strategy was presented for inputs. Participants had time to comment on the goal, the objectives, the proposed activities, beneficiaries, indicators, means of verifications, monitoring and evaluation methods in the strategy matrix.

This was done through the World Café approach, where one group commented on one issue once through rotation without repetition. The inputs were consolidated to make this strategy.

4.0 THE STRATEGY

4.1 THE GOAL AND OBJECTIVES OF THE COMMUNICATION STRATEGY

GOAL

The overall Goal of TFS Communication Strategy on REDD+ is to enhance TFS to communicate with different stakeholders to raise awareness and knowledge management on climate change and REDD+ issues in the country.

OBJECTIVES OF THE STRATEGY

There are three objectives which this Strategy is seeking to achieve:-

Objective 1: To enhance understanding of climate change and REDD+ concepts, Carbon trading and forest conservation to different stakeholders in order to increase their understanding and participation on REDD+ issues.

Objective 2: To enhance understanding on the forest related policies, environmental issues among forest adjacent communities and other stakeholders in Tanzania.

Objective 3: To strengthen relationship and communication with the media in the country to enhance wider coverage of Climate change and REDD+ issues.

4.2 COMMUNICATION APPROACHES

The following communication approaches will be used in communicating depending on the target audience, nature of messages and level of literacy of the targeted audience:

- i. Interactive/Participatory – discussions, meetings, role play, drama, theatre, music.
- ii. Large scale forums – media (radio, television, newspapers), seminars, workshops.
- iii. Practices – field study, surveys and researches, searching e.g. use of internet.
- iv. Conventional – teaching.
- v. Training course – skills imparting.

4.3 IMPLEMENTING THE STRATEGY

4.3.1 THE TARGET AUDIENCE

All TFS stakeholders are participants in the implementation of this strategy. All of them have a role to play. These participants are categorised in four categories explained below:

DESCRIPTION OF TARGET CATEGORIES OF PARTICIPANTS OF THE STRATEGY

This communication Strategy is divided into three group categories. This categorization is based on a process of stakeholders' identification of the communication partner' groups which was done during the first ToT with the TFS stakeholders in Dodoma in March 2012.

- i. **First Category:** Decision makers including Legislatures, Politicians, Government bodies including Central and Local Government.
- ii. **Second Category:** Journalists and media institutions.
- iii. **Third Category:** Communities adjacent to forests and the general public.

THE DESCRIPTION OF EACH PARTICIPANT OF THE STRATEGY IDENTIFIED IN THE FOUR GROUP CATEGORIES IS DEMONSTRATED BELOW:

Category Group	Stakeholder in Communication description
First Category	<p>Decision makers</p> <p>Central Government</p> <p>This is an important stakeholder, because of its influence on management of forest areas in Tanzania. These include the Vice Presidents’ Office – Division of Environment (VPO), Ministry of Energy and Minerals, Ministry of Agriculture and Livestock, Ministry of Land and Settlement.</p> <p>Politicians</p> <p>This includes politicians from all political parties within Tanzania. Priorities are those Members of Parliament who constitute the Environment and Natural Resource Committee and others with a particular interest in the management and conservation of the forests and well being of communities living adjacent to forests.</p> <p>Local Government</p> <p>This includes government officials working at Regional Secretariats, District Councils, Ward, Division and Village levels. The focus in these various levels of government is the District Executive Directors, District Forest Officers, Community Development Officers and others.</p>
Second Category	<p>Forest related research centres and institutions</p> <p>These are a important stakeholders in the implementation of the Strategy. These are the Forest Training Institute –FTI e.g Olmotonyi , Forest Industries Training Institute –FITI, Tanzania Forest Research Institute (TAFORI) etc</p> <p>Journalists and Media Institutions</p> <p>The media are serving a double role in this Strategy. First they serve as a channel of communication to deliver information to the rest of stakeholders, and second, as stakeholders in their own right. These will be journalists working within the print and broadcast media. It includes a list of environmental journalists who have column in newsletters and programmes in Radio and Television as well as who have interests on management and conservation of forest resources. It also include journalists who received a training on how to report on REDD+ through TFS.</p>
Third Category	<p>Communities and general public</p> <p>Communities adjacent to forests and general public, taking cognizance of gender i.e. men and women, youth, and elders. These are very important stakeholders as their actions especially negative actions on the forests, impacts the TFS and its efforts to sustainably ensure development of the forests and the people surrounding the forests.</p>

4.3.2 AREAS IN WHICH THE STRATEGY SHOULD BE IMPLEMENTED

The strategy is relevant to all stakeholders identified in this strategy who are found all over the country.

Some activities such as the distribution of awareness raising materials and mass media events can benefit stakeholders throughout the country (and beyond). Other activities, particularly those involving ‘face to face’ communication will involve specific stakeholders identified in the Strategy.

4.3.3 COORDINATION

In order to coordinate communication activities among actors, there is a need to develop strong linkages with all stakeholders identified in the three group category, each stakeholder being consulted or participate in implementing the strategy on issues relevant to stakeholder’s area of specialization.

4.3.4 SUSTAINABILITY

The sustainability of this strategy depends on ‘buy-in’ from key stakeholders listed in this strategy including the Government.

Developing linkages with national processes, particularly the National REDD+ Information and Communication Strategy (RICS), and other REDD+ initiatives at the national level is important for sustainability of the Strategy. Linking the Strategy with MKUKUTA is also important in mainstreaming communication on the issues of management and conservation of forests and forest resources in Tanzania.

4.3.5 MONITORING AND EVALUATION

This REDD+ Communication Strategy for TFS needs to be evaluated and revised over time during both the implementation period and beyond to respond to change that might be occurring as far as changes in approaches on REDD+ occurs.

5.0 REDD+ COMMUNICATION STRATEGY FOR TFS MATRIX AND ITS ACTION PLAN

ACTIVITY	SUBACTIVITY	BENEFICIARIES	RESPONSIBLE DEPT/UNIT	MEANS OF VERIFICATION	INDICATORS	TIMEFRAME
Objective 1: To enhance understanding of REDD+ and climate change concepts, Carbon trading and forest conservation to different stakeholders in order to increase their understanding and participation on REDD+ issues						
1.1 Produce and Disseminate REDD+ publications to increase awareness on REDD+	<ul style="list-style-type: none"> Identify and disseminate REDD+ publications to identified areas 	<ul style="list-style-type: none"> Media NGOs Students General public Communities Policy makers 	TFS	<ul style="list-style-type: none"> Produced materials disseminated 	<ul style="list-style-type: none"> REDD+ awareness raising materials distribution list 	2013
1.2 Produce materials to update general public on developments of REDD+ at the country level and beyond	<ul style="list-style-type: none"> Visit pilot projects and document lessons learnt Find other information from relevant authorities Document the lessons learnt in different formats as appropriate 	<ul style="list-style-type: none"> General public Policy makers Communities Students Researchers NGOs Private sector 	TFS	<ul style="list-style-type: none"> Material produced 	<ul style="list-style-type: none"> No of copies of materials produced 	2013
1.3 Arrange general assembly accompanied with art performances to raise awareness to community adjacent to forest on the REDD+ concept and Carbon trading by the use of REDD+ TFS awareness video	<ul style="list-style-type: none"> Identify villages for the video show Conduct the video show on REDD+ 	<ul style="list-style-type: none"> Forest adjacent communities General public 	TFS	<ul style="list-style-type: none"> Video shown in identified villages 	<ul style="list-style-type: none"> List of participants attended the general assembly 	2013
1.4 Prepare cinema shows that will exhibit deforestation activities and its impacts to the forest ecosystem and climate change	<ul style="list-style-type: none"> Identify communities adjacent to forests Conduct the video show 	<ul style="list-style-type: none"> Forest adjacent communities General public 	TFS	<ul style="list-style-type: none"> Cinema shown in identified villages 	<ul style="list-style-type: none"> Number of video shows and attendance 	2012 -2014

1.5 Air prepared radio spots and radio drama produced on REDD+ and climate change	<ul style="list-style-type: none"> Find out relevant radio station and radio programme to insert the REDD+ message Air the message 	<ul style="list-style-type: none"> Communities (farmers, pastoralist, charcoal makers, lumberers, fishers, honey collectors, hunters) 	TFS	<ul style="list-style-type: none"> Radio spots and drama aired 	<ul style="list-style-type: none"> Number of insertion in the radio stations 	2012 -2014
1.6 Conduct training using the developed REDD+ training guide and resource manuals to impart skills on climate change and REDD+ issues	<ul style="list-style-type: none"> Identify trainees Conduct the training 	<ul style="list-style-type: none"> Officers at the district levels, ward levels, NGOs CBOs staff and local communities 	TFS	<ul style="list-style-type: none"> Training conducted 	<ul style="list-style-type: none"> Number of people attending the training 	2012 -2014
1.7 Compile radio programmes and broadcast on TFS owned radio programmes and other local radio programmes in the country to disseminate information on REDD+	<ul style="list-style-type: none"> Go to the fields for recording of programmes Edit and produce the programmes Air the programme in a local radio with wider listenership 	<ul style="list-style-type: none"> All the three groups identified in the strategy 	TFS	<ul style="list-style-type: none"> Programmes broadcast 	<ul style="list-style-type: none"> Number of radio programmes broadcast 	2012 -2014

ACTIVITY	SUB ACTIVITY	BENEFICIARIES	RESPONSIBLE DEPT/UNIT	MEANS OF VERIFICATION	INDICATORS	TIMEFRAME
Objective 2: To enhance understanding on the forest related policies, environmental issues among forest adjacent communities and other stakeholders in Tanzania						
2.1 Prepare forest conservation and bush fire prevention campaigns using interactive and media communication approaches	<ul style="list-style-type: none"> Identify forests prone to bush fire Identify interactive and media communication approaches 	<ul style="list-style-type: none"> Communities NGOs Politicians District Officer Ward Officer CBOs Media Religious leaders Policy makers 	TFS	<ul style="list-style-type: none"> Campaigns conducted 	<ul style="list-style-type: none"> Field reports Site visit reports 	2013 -2014
2.2 Compile TV programmes and broadcast in local televisions in the country to disseminate different messages on forest conservation	<ul style="list-style-type: none"> Identify existing TV programmes which can be used Use the programmes to insert conservation issues 	<ul style="list-style-type: none"> Communities NGOs CBOs Politicians District Officers Ward level officers Religious leaders Media Policy makers 	TFS	<ul style="list-style-type: none"> TV programmes produced and aired 	<ul style="list-style-type: none"> Number of TV programmes produced and disseminated 	2012 -2014
2.3 Use the existing TFS Newsletter to disseminate information about forest laws and policies to relevant audience	<ul style="list-style-type: none"> Work to collect information, edit, design and print the newsletter 	<ul style="list-style-type: none"> Communities NGOs Politicians District Officer Ward Officer CBOs Media Religious leaders Policy makers 	TFS	<ul style="list-style-type: none"> Newsletter produced 	<ul style="list-style-type: none"> Number of newsletter produced and distributed 	2012 -2014

2.4 Arrange for participation in fairs (Saba saba, Nane nane, Public Service day etc), commemorations and other occasions and use the opportunity to educate the general public about REDD+ issues	<ul style="list-style-type: none"> 1. Arrange to participate three times a year, in Sabasaba, Nanenane and Public Service day Disseminate awareness materials during the exhibitions and ensure precise explanation on climate change and REDD+ concepts to visitors 	• General public	TFS	• Participation in the events	• Number of events participated and clients served	2013 -2014
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ACTIVITY	SUB ACTIVITY	BENEFICIARIES	RESPONSIBLE DEPT/UNIT	MEANS OF VERIFICATION	INDICATORS	TIMEFRAME
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Objective 3 To strengthen relationship and communication with the media in the country to enhance wider coverage of Climate change and REDD+ issues

3.1 Allocate annual awards for the best TV, Radio programme and feature articles about REDD+	<ul style="list-style-type: none"> Prepare the criteria for the award Announce to journalists about the award and how to participate Arrange for an event for the award presentation to journalists 	• Environment reporters, journalists in general	TFS	Award given	• Quality of winning entries	2013 -2014
3.2 Develop relationship with radio and TV stations to encourage them to include news about TFS, Climate change, REDD+ and other forest conservation issues	<ul style="list-style-type: none"> Identify the journalists Keep them informed on what is going on within TFS especially concerning Climate change and REDD+ issues and provide them correct information to use as news items 	• General public	TFS	• News aired	• Copies of news items	2012 -2014
3.3 Work closely with the Journalists' Environmental Association (JET) and Environment Media Network (EMNet) to help disseminate information	<ul style="list-style-type: none"> Create and maintain a strong relationship with the networks Make them informed on what is going on within TFS especially on Climate change and REDD+ for them to report for the public 	• General public	TFS	• Information delivered and aired	• Copies of news items	2012 -2014

4.4 Convene roundtable meetings with environmental reporters to update them on developments of REDD+ issues and keep the good relationship	<ul style="list-style-type: none"> • Identify environmental reporter • • Hold regular meeting • • Hold regular training 	• Environmental reporters	TFS	• Meetings and training conducted	• Number of stories resulted fro the meetings and trainings	2013 -2014
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