THAILAND, NATIONAL COMMUNICATIONS PLAN

aimed at raising awareness on protecting **Rosewood Forest** area and, and on promoting behavior amongst businesses and forest communities to grow, harvest and access the legal supply chain of **Rosewood trade**
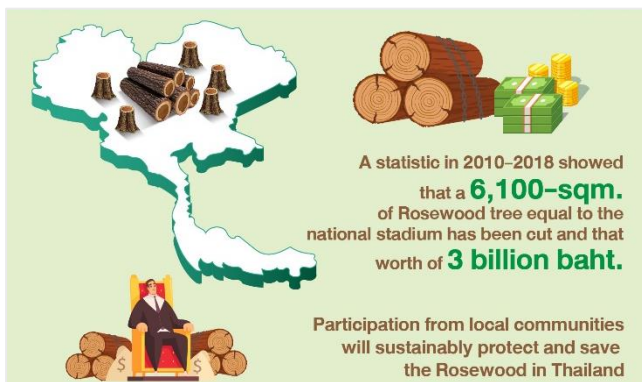
Thailand

UN-REDD
P R O G R A M M E

Food and Agriculture Organization of the United Nations

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April 2022

CONTENTS

1. WHY WE COMMUNICATE?

A statistic in 2010–2018 showed that a **6,100-sqm.** of Rosewood tree equal to the national stadium has been cut and that worth of **3 billion baht.**

Participation from local communities will sustainably protect and save the Rosewood in Thailand

Situation Analysis

From the statistic of Thai Royal Forest Department (RFD) during 2010 to 2018 showed that around 6,100 square meters of rosewood trees were illegally timbered. The value of these illegal timbered trees was worth more than 3 billion Baht.

The illegal logging and trading of rosewood still exist, especially in the transboundary provinces, for examples, Ubon Ratchathani, Sa Kaeo, Nan, and Sisaket. Rising demand from China's wealthy elite led to a 40 percent increase in traditional rosewood furniture production by Chinese companies in 2010 with prices increasing by 15-40 percent annually, fueled by speculative investments in "rare wood" products by rich Chinese. Illegal rosewood logging is dogged by violence and corruption fueled by its high market price. Thai rosewood can fetch up to $50,000 per cubic meter (Lefevre, 2013). From the high demand and market price, these led to the national treats for Thailand in environment, social and economic problems, such as, forest crime and violence, corruption, drug dealer, illegal wood black market, deforestation, and global warming.

To protect and monitor the illegal logging and trading in Thailand, Royal Forest Department (RFD) and Department of National Parks (DNP) have adopted the innovation of high technologies by developing the partnerships among related government agencies and international agencies.

In 2016, RFD developed a partnership with Geo-Informatics and Space Technology Development Agency (GISTDA) to develop the operating system 'Pitak Prai' which is available through the website, https://change.forest.go.th/ and mobile applications to detect encroachment using satellite imagery analyzing forest loss. The application manages forest resources and tackles deforestation from encroachment, illegal logging, and forest fire. The collected information is utilized as a database to monitor information nationwide and to track encroachment effectively. The application also regularly reports news on forestry and allows the public to notify the authorities on suspicious activities of encroachment and forest fire, and to enhance communication and cooperation with local communities.

RFD and DNP join the works in Network-Centric Anti-Poaching System (NCAPS) by combining the SMART (Spatial Monitoring and Report Tool) PATROL with the innovative information technologies based on camera traps using the mobile telecommunications network to alert the patrol rangers as soon as the camera activated. NCAPS is considered as game changer and has already proved to enable the interception of would-be poachers / illegal loggers before they succeeded at felling trees.

From the supports and collaborates with UN-REDD, the near real time monitoring system for deforestation and degradation has been developed and tested through "SEPAL" satellite network. The network will support to build the institutional capacities, strengthen processes and information in managing policies and measure for reducing deforestation and forest degradation to promote sustainable land use practices and combat the illegal logging.

RFD has also developed "e Tree", an official online platform for the registration of high valuable plantations in the domain land for Thai resident to support the sustainable plantation of rosewood.

The Initial Survey

The initial survey of 216 rosewood stakeholders in Thailand has been conducted by Royal Forest Department in 2022. The highlights of the results were found as following.

- The local communities are willing to support the forestry officers in surveillance and prevention of illegal logging of the rosewood.
- If communities near the forests have power to manage their own forests, it will reduce the problem of forest encroachment.
- The use of modern technology will increase efficiency in monitoring the illegal logging.
- The mindset of voluntary to protect the community forest is the most important motivated factors for the local community to support the officer to monitor and report the forest crimes, follow by the relationship and usage of community forest, limited number of forestry offers, and rewards.

2. THE TARGET GROUPS AND KAP SCORE MODEL

The Target Groups

The targets for the Thailand's communications plan are separated into 2 groups, the stakeholders, and the public. The stakeholders include the related government officers, especially RFD and DNP, from policies makers to the local officers in the area. The second group of stakeholders is the local community, focusing on the risk transboundary areas, including the community leaders, community influencers (local government, educational institution, and temple), youth group and all community members. Group of people in wood business is considered as the third stakeholders. This group also include the legal loggers, traders, and other relevant people in wood industry.
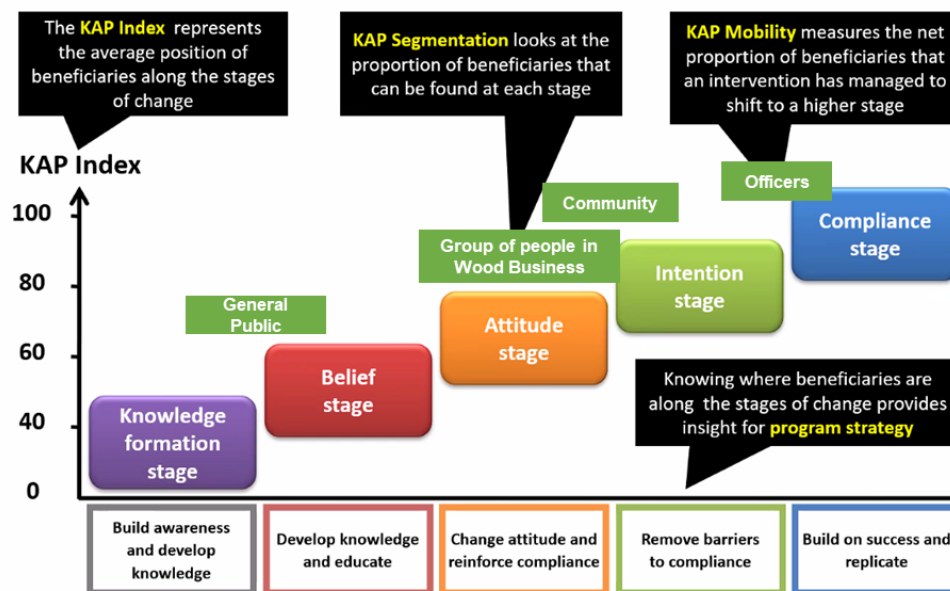
The public is also an important group for the communications of raising awareness on protecting rosewood forest area and promoting the behavior change to sustainable supply chain of rosewood logging and trading. The media organizations (traditional, online and direct approach) and civil society organizations play the role as the representatives of the general public to voice and monitor the situation of the rosewood illegal logging and trading in Thailand.

KAP SCORE Model

The situation analysis and results of initial survey has been applied through KAP (Knowledge, Attitude, and Performance) Score Model (RAPID ASIA, n.d.) for developing Thailand's Communications Strategies and Planning for the target groups.

KAP Score Model has been adopted as a proven model that is able to approximate the behavioral change journey and identify at which stage of the journey a beneficiary is at any point in time. A single intervention can seldom move a beneficiary through all the stages but can contribute by shifting them to a higher level in the journey, thereby reducing the overall risk level and increasing the likelihood of behavior change. For many programs, policy and law enforcement are important determinants to ensure behavioral intentions are reinforced resulting in real change (RAPID ASIA, n.d.).

KAP Score indicators

The **KAP Index** represents the average position of beneficiaries along the stages of change

KAP Segmentation looks at the proportion of beneficiaries that can be found at each stage

KAP Mobility measures the net proportion of beneficiaries that an intervention has managed to shift to a higher stage

KAP Index

100	Officers
	Community
	Group of people in Wood Business
80	Intention stage
	General Public
60	Attitude stage
	Belief stage
40	Knowledge formation stage
0	

Compliance stage

Knowing where beneficiaries are along the stages of change provides insight for **program strategy**

Build awareness and develop knowledge	Develop knowledge and educate	Change attitude and reinforce compliance	Remove barriers to compliance	Build on success and replicate

On the rosewood issues in Thailand, from the results of initial survey, the stakeholder groups are on the stage of Attitude and Intention. The local officers who work in the risk area have the intention to shift to Compliance stage. Examples of their barriers as the risk factors are the limited number of on-site officers, the lack of monitoring and patrol equipment and technology, the limited government budget, and the unmodified law enforcement and regulation.

The local community also understand the importance and benefits of the rosewood forest to their living. The key barriers include the power of the illegal logging team that have influence on their lives and communities. This can lead to the issues of corruption, violence, and drugs. The supports from government officers are mandatory, for examples, policy and legal reform, strengthen capacity building of local government and officers, inter-agency cooperation on charging suspects and network with multiple law including trafficking and money laundering to increase the criminal penalties, and inciting behavior change on reporting forest crime by using new technologies that are secure for the local community members who report the crime.

A group of legal loggers and traders are in Attitude stage, in which, they are ready to support the government policies on the sustainable rosewood supply chain from certified plantation to legal logging and trading.

Developing knowledge and educating the public to shift to Belief stage is one of the most importance for communications plan. The public now aware that there are still the illegal rosewood logging and trading, but this issue is not their major concerns. The information about the real situation of illegal rosewood logging and trading cases and the impact to the nation, environment and economics should be communicated. The voices of the public through media channels and civil society organization can be the driving force for the stakeholders to shift them to a higher level in the journey.

3. COMMUNICATIONS OBJECTIVES

1. To raise awareness and educate the public to understand more about the threats of illegal rosewood logging and trading to create the driving force to the stakeholders
2. To support the strengthening on capacity building and cooperation between the local communities and the local government officers to work on monitoring and protecting the rosewood in their living area
3. To encourage the policy and legal reform on the rosewood sustainable supply chain from certified plantation to logging and trading in Thailand and the Lower Mekong Region

4. COMMUNICATIONS STRATEGIES

STRATEGY 1.

Focusing on "Call to Action" to shift the level of KAP SCORE Model of each target groups under the same communications theme.

Communications Theme:

Our Home, Our Forest (ป่า คือบ้านของเรา)

Together, we will

- protect rosewood forest area
- report forest crimes
- promote sustainable Rosewood supply chain

Key Visual:

7

Key Messages:

Protect rosewood forest area

Issues / Content	Call to Action	Target Group
• The important of Rosewood forests for the local communities • Pitak Prai Volunteer (the local community members) • How to protect the community forests • Visualize economic, social, and environmental impacts from illegal rose wood trade and important of Rosewood in the forests to public • New technology on Network Centric Anti-Poaching System (NCAPS) to monitor illegal logging movement	Change the attitude and remove barriers of the people in the communities to aware and concern about the usage and important of Rosewood forests (Meeting and Workshop)	• Communities (Leaders and Youths) • People in Wood Business • General Public

Report forest crimes

Issues / Content	Call to Action	Target Group
• Usage of transparent reporting system of illegal forest encroachment and land tenure verification (through RFD applications on Pitak Prai, and others) • Community involvement on reporting and follow up with officers	Download and use Pitak Prai application for reporting the forest crimes	• Officers • Communities • People in Wood Business • General Public

Promote sustainable Rosewood supply chain

Issues / Content	Call to Action	Target Group
• The sustainable logging and trading businesses to increase national commitments from the stakeholders to legal and sustainable trade and investment in wood products • Benefits to the Country and Planet	Stakeholder engagement on supply chain of rosewood sustainable logging and trading	• Related Government Agencies • Communities • People in Wood Business • General Public

Media Strategies:

• Creating "Pitak Prai" Network to be the direct communications channels by using the stakeholders' own media and engagement activities. The examples of stakeholders are related government agencies (RFD and DNP), UN-REDD, UNEP, FAO, the local communities, wood businesses and the related civil society organizations.

• Using mass media (traditional and online) to be the driving force to the target group, especially the public to raise awareness and educate about the threats of illegal rosewood logging and trading.

STRATEGY 2.

Focused and Measurable

• Using "Rosewood" illegal logging and trading statistic to educate the target groups on the importance of the rosewood to the nation, environment, and economics.

• Presenting the pilot area, Ubon Ratchathani, to be the case studies in strengthening on capacity building and cooperation between the local communities and the local government officers to work on monitoring and

protecting the rosewood in their living area with the supports of new technologies (NCAPS, Pitak Prai, SEPAL, and e Tree).

Presenting the stakeholders, the local officers, the local community members, and the representative of wood business to be the spokespersons of the communications plan to create the sense of belonging and responsibility to solve the problem of illegal logging and trading together.

The initiated Thai national communications plan, aiming at raising awareness on protecting Rosewood Forest area and, and on promoting behavior amongst businesses and forest communities to grow, harvest and access the legal supply chain of Rosewood trade, has designed for the duration of 24 months with 5 phases. All the communications activities will be under the theme, "Our Home, Our Forest" (ป่า คือบ้านของเรา). The details of communications activities on each phase are following;

Phase 1:

	Phrase 1: Piloting and Development of NCC
Tentative Duration	Month 1 - 3
Objectives	Developing the national communications campaign (NCC)
Target Groups	Officers and Community
Key Issue	Our Home, Our Forest "ป่า" คือบ้านของเรา (Together, we will protect rosewood forest area, report the forest crimes, and promote the sustainable Rosewood supply chain)
Communications Channels	• Pitak Prai Network and content production (quotes, infographics, and articles) to gain social media followers starting from the RFD's community network • Meetings and Workshops (Community Leader and Youth) • Appointing the community members to be Pitak Prai Volunteer (อาสาพิทักษ์ไพร)

Phase 2:

	Phrase 2: Pre-launch Campaign
Tentative Duration	Month 4 - 6
Objectives	Pre-launch the national communications campaign (NCC)
Target Groups	Officers, Community and Public
Key Issue	Our Home, Our Forest "ป่า" คือบ้านของเรา (Together, we will protect rosewood forest area, report the forest crimes, and promote the sustainable Rosewood supply chain)
Communications Channels	• Pre-launch of the national communications campaign "Our Home, Our Forest" in form of the content production (quotes, infographics, and articles) in Pitak Prai's social media channels around 2 – 4 contents per month • Community-based video clip production – NCAP Camera • Launching of community-based video clip

Phase 3:

	Phrase 3: Official Launch Campaign
Tentative Duration	Month 7 - 12
Objectives	Official launch of the national communications campaign (NCC)
Target Groups	Officers, Community and Public
Key Issue	Our Home, Our Forest "ป่า" คือบ้านของเรา (Together, we will protect rosewood forest area, report the forest crimes, and promote the sustainable Rosewood supply chain)
Communications Channels	• Official launch of the national communications campaign "Our Home, Our Forest" • Press Conference • Press Release / Photo Release • Articles • Policies Maker Interview • Press Meeting • Pitak Prai Network and Content Updated on social media

Phase 4:

	Phrase 4: Networking Expansion
Tentative Duration	Month 13 - 18
Objectives	Promoting sustainable forest logging and trading
Target Groups	Community, Wood Business, and Public
Key Issue	Our Home, Our Forest "ป่า" คือบ้านของเรา (Together, we will protect rosewood forest area, report the forest crimes, and promote the sustainable Rosewood supply chain)
Communications Channels	• Seminar on the legal supply chain of Rosewood trade • MOU with the related logging and trading associations and companies to expand Pitak Prai Network • Meeting and workshop (Community Leader and Youth) • Pitak Prai Network and Content Updated on social media

Phase 5:

	Phrase 5: Sustainable Forest
Tentative Duration	Month 19 -24
Objectives	Promoting sustainable forest logging and trading
Target Groups	Officers, Community, Wood Business, and Public
Key Issue	Our Home, Our Forest "ป่า" คือบ้านของเรา (Together, we will protect rosewood forest area, report the forest crimes, and promote the sustainable Rosewood supply chain)
Communications Channels	• International seminar (LMR) on sustainable forest • Press Tour • Meeting and workshop (Community Leader and Youth) • Pitak Prai Network and Content Updated on social media

Activity	Total Amount	Reach (per Activity)	Total Expected Reach	Estimated Budget
Meetings and Workshops (Community Leader and Youth)	6 activities (meeting and workshop)	20 persons	120 persons	600,000 THB
Content production (quotes, infographics, articles and video clips)	12 materials	50,000 reaches (Stakeholders Network: RFD / UN / Communities / Businesses)	600,000 reaches	240,000 THB
Official launch of the national communications campaign "ป่าคือบ้านเรา Our Home, Our Forest" • Press Conference • Press Release / Photo Release • Articles • Policies Maker Interview	1 time	40 media agencies (traditional / online / international)	40 news coverages	250,000 THB
Press Meeting with Policy Makers (RFD)	1 time	20 local media agencies (traditional / online)	20 news coverages	80,000 THB
Press Tour to Pilot Area	1 time	10 media agencies	10 news coverages	650,000 THB
Seminar on the legal supply chain of Rosewood trade	1 time	100 persons	100 persons	300,000 THB
MOU with the related logging and trading associations and companies to expand Pitak Pri Network	1 time	20 companies	20 companies	120,000 THB
International seminar (LMR) on sustainable forest	1 time	200 persons	200 persons	400,000 THB

The expectations from Thai national communications plan, aiming at raising awareness on protecting Rosewood Forest area and, and on promoting behavior amongst businesses and forest communities to grow, harvest and access the legal supply chain of Rosewood trade, must answer the objectives in each target groups.

General Public: Develop Knowledge and Educate

- Understanding more about the threats of illegal rosewood logging and trading that related to the nation, environment, economic, and their lives
- Downloading "Pitak Prai" Application
- Using "Pitak Prai" Application

Local Communities: Remove Barrier to Compliance

- Strengthening on capacity building and cooperation between the local communities and the local government officers to work on monitoring and protecting the rosewood in their living area
- Joining "Pitak Prai Volunteer" (อาสาพิทักษ์ไพร)
- Downloading "Pitak Prai" Application
- Using "Pitak Prai" Application
- Sharing opinion and action to protect the community forests and forest land tenure rights to verify origin of high valuable species plantations and transportation via e-TREE platform (and to strengthen forest product traceability via e-TREE platform)

Officers: More Efficient Compliance

- Receiving the strong support network from communities and people in wood business through "Pitak Prai Volunteer" (อาสาพิทักษ์ไพร)
- Gaining more trust from the public to protect the national forests by using innovative technologies and network

Wood Business: Change Attitude and Reinforce Compliance

- Joining "Pitak Prai Volunteer" (อาสาพิทักษ์ไพร)
- Downloading "Pitak Prai" Application
- Using "Pitak Prai" Application
- Sharing opinion and action to build sustainable rosewood supply chain