



UN-REDD
PROGRAMME



Action Plan/Operation Plan for Forestry Legislation Communication Campaign 2022-2026

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Forward

1. Introduction

Forest resource includes as forest land, vegetation, trees, water, aquatic animals, wildlife, and other living thing and non-living things those are habitant in the forest area which are valuable resources of the nation, they play an important role in protection of the environment and biodiversity they also be a great potential resource for social-economic development of the nation wealth, to be a great source of food for livelihood and use of forest for the people especially who are living in rural areas. Due to realize to its importance, Lao government always give concerns to on forest work area so the government has defined the directions, policies, and legitimate the laws, issue the resolution as an order and relevant legislation to regulate protect the forest, to expand the forest coverage area, find the measurement to monitor and evaluate use of forestry and its forested land use. To reforestation, tree planting and develop forest resources, to increase coverage land area of forestry, to transform forests as tourist sites, to allocate the forestry as a source of food and people's use sustainably, objectively aim to protect the forest and preserve the quality of Land, air, water sources, preserved biodiversity, conserved environment as green growth sustainably which will be contributed for the socio-economic development of the nationⁱ.

Recently, Lao government have defined policies, the laws, strategies, and national Social-Economic development plans in each period to be reference and as tools for implementing guideline, to encourage and facilitate to both domestic and international community as whole , be ensuring that receive the full actively participate in work area of forest protection, so far there are deriving the collaboration and technical assistance, and include the budget supported from domestic and international development partners, as well as there were investment in work area of forest protection from legal entities and national and international organizations uniquely increase trend beyond; There are contribution, collaboration, and taken lead by relevant sectors and cooperation from through society, especially ethnic groups; The Lao government, local authority, development partners, and tribal people have great afford to focused on management and forest land protection in area of 16.5 million hectares (or 70% of the country's area); to increase the management and inspection of timber excavation and logging business strictly, which has reduced situation of the forest destruction, illegal cutting and moving of timber, illegal export of timber, trade of aquatic animals, wildlife, and illegal trade forest products; to collaborate and coordinate with the relevant sectors, and development partners to create technical infrastructure to promote the use of forests as a natural tourism sites, forest-based carbon trading, forest ecosystem services, to trade the timber and wooden products ensure that process is legal and meet with an international forest management standards; And tempt expand the coverage area of forest up to 70% of the Country's area in multiple forms and many methods, to increase coverage area of forestry from 41.5% (9.8 million hectares) in 2002 to be 62% (14.7 million hectares) in 2020. The method of communication campaign on the legislation, will raise awareness among the younger generation, all parents/guardian that is an important method , and it will help to prevent, resistance and combating with various adverse incidents of encroachment, to be a reservation and protection of forest land area in any forms; Illegal hunting, illegal finding, illegal importing, illegal exporting, buying- selling aquatic animals, wildlife and illegal trade of animal body part; Illegal destroying, cutting, illegal excavation, importing, exporting, buying, selling, moving and processing of wood and forest products illegally.

As a result, the achievements as above mentioned there are remain the challenge with some outstanding issues for instance there were destroyed of the forestry and intrusion into forest land area in various forms, there were found illegal buying and selling of wood, illegal trade of aquatic animals and wildlife, and illegal trade forest products, and illegal excavation of vulnerable wild plants which is nearly extinct; the coordination among relevant sectors is not yet good enough it should be properly in place; There are limitation of specialist; There are not enough providing the budget and investment from government in the work area of forest protection, development, and inspection of forest resources there is still insufficient, mostly there rely on foreign aid for the budget with specific goals, objectives and conditions of specific use only. In addition, there are still lack of trigger for the coordination and information sharing for each project that is not reconciled as it should be, in turn of implementation find out that is still duplicated project and there is not much effectiveness; to the communication of policies, laws, regulations, and raising awareness about the conservation, protection, development, use, inspection and prosecution of cased on forests which has not accessed to whole society, especially the people who dwells in the forest area, creating a gap and provide adversary opportunity to illegal timber-harvesting, exploit forest, move logged, illegal buy-sell, and illegal export wood, illegal trade forest products, aquatic animals and wildlife trade illegally that is violation of the law and regulations; Access to information on forest management, forest protection, forest development, use and inspection of forests, and forest land area, promotion of reforestation, planting tree and expansion of forest resources those are also difficult; And encouraging and promoting the allocation of land-used and provide the employment for people living in forest areas, to create income to family by producing as goods and services by collaborated properly with economic unit in multiple forms according to the potential of each locality which has not yet been widely implemented.

The important finding that achievements and challenge with outstanding issue that we need to be resolved, it is necessary to train the radical political ideology and core concept to party members, civil servants officer to be proactive in their duties, as a decisive factor in the implementation of forestry work area; to disseminate of policies, laws and regulations on forestry to the society to aware, take into account, create understanding and participate as an important lesson to aware and to encourage the whole society to participate in the forest management, forest protection, forest development, forest used, inspection and to prosecuted against illegal movement of forest resources; Improve the living conditions for civilians and ethnic groups who are living in the forest area by providing the permanent employment and promoting the produce to be goods and service based on the potential of each locality. Adhere as an important lesson in solving the issue on encroachment and destruction of the forest and increasing awareness for civilians in the forest management, forest protection and forest development; Encouraging collaboration, investing in forestry work area, accumulating and raising funds from forestry activities and business that related to the use of forest resources, including generating income activities from paying for forest ecosystem services into the forest management, forest protection and forest development which is an important and necessary taskforce hence that must be enhanced and continue to be implemented the congress party the government 's direction and recommendation.

To create and disseminate the **Action Plan / Operations Plan for Forest Legislation Communication Campaign** It is a key important and necessary factor of content and methodology to communicate legislation on forest resources to whole society, especially community who live in forest area, in rural and remote areas; The plan will be reference for forest ranger officer, civil

servants officers, soldiers, police, civil society organizations, entrepreneurs and civilian who work to promote the legislation on site; To be a evidential reference for seeking for the support and finding sources of funding from international organizations and development partners, the government, entrepreneurs and citizen who work to communicate campaign about the legislation on forest resources.

2. Goal, Objectives and Expected Outcomes

2.1 Goal and Objectives

To create the Action Plan / Operation Plan for Forestry Legislation Communication Campaign on forest resources that aims for the dissemination of legislation to ensure that communication process systematically, it will be efficient and effective awareness for civilians, to create profound understanding, so that they will respect the rule of law and it can be enforcement in general and acknowledge by society as whole; and it will help to prevent from negative social impact to work area of forestry protection, land use in forest area, forest products, aquatic animals and wildlife. In order to achieve this goal, so there are outline objectively as follows:

- 1) To facilitate on communication of legislation by determining the methodology, format and content for each target group, and certain locality where would be communicate about the legislation on forest resources;
- 2) To promote the dissemination of legislation for the civilian, ensure they are aware, understand comprehensively as well as to raise awareness to respect and enforce the law and relevant regulations on forest resources, ensuring for accessory regulations and law in multiple channel and methodology;
- 3) To encourage individuals, legal entities and organizations in both the public and private sectors to contribute to promoting legislation on forest resources at each level and all locality;
- 4) To promote the awareness on respect the rule of law for students and researcher in many way or to transform to be curriculum course into the education system at each grade.

2.2 Expected Outcome

In order to attain the goals and its objectives as mentioned above, the action plan/Operation plan on legislation communication Campaign about forest resources....

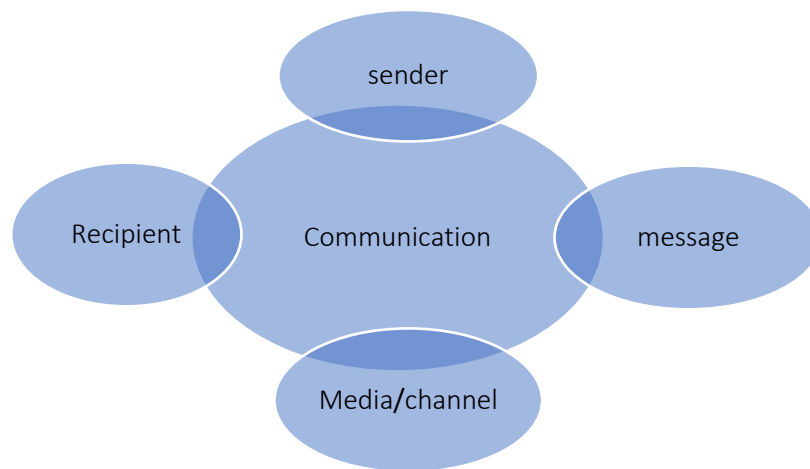
3. Basic Principle for Communication Campaign

The communication campaign is a persuasive communication activity that leads to a change in the behavior of the masses or group of people if that was defined activities and proper communicated plan in advance which are including the schedule and location where it is need to conduct for the dissemination of information.

Communication Campaign plan consists with basic elements such as principles, types of media and promotional processes as follows:

3.1 Elements of communication:

The communication Campaign consist with 4 elements as follow:

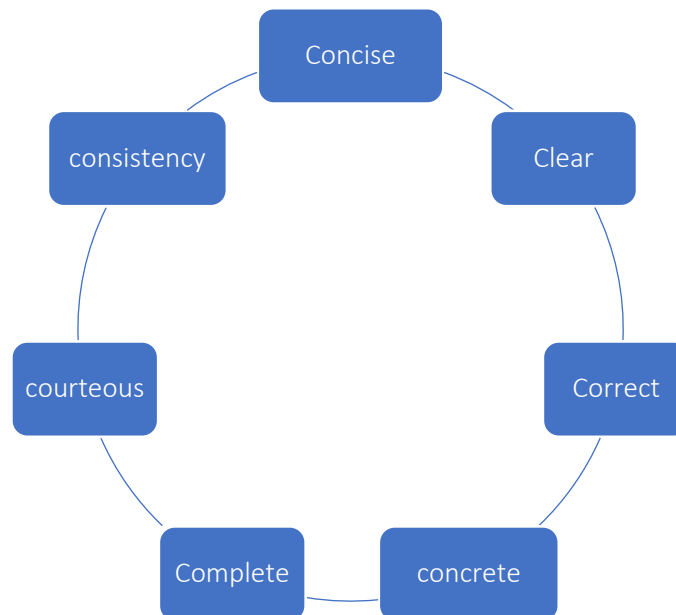


- ❖ **Sender:** A sender is someone who sends messenger or information to a receiver, for example a forest ranger officer, author, news reporter or speaker. The sender is beginner of communication, starting with encoding which is a brief translation of the message into language, gestures or symbols that the receiver can understand.
- ❖ **Message:** Message or information that is communicated hereafter call as message. For example, the issue of deforestation or illegal timber trade. A message is a meaningful story and it is expressed by using language or a symbol that makes the recipient understand
- ❖ **Recipient:** The recipient is the person who receives the message or information that was sent by the sender. For example, people who live in forest areas, Timber Business operators.
- ❖ **Media/channel:** A system or method of transmitting information or messages between a sender and a receiver. Examples of the media is face-to-face, radio, television, internet or publicity, posters, magazines.

These are total four elements are inseparable in the dissemination process. The sender adjusts the message of the input in various media such as verbal, coded or written and sends it to the receiver through appropriate media channels such as electronic or publicity. Then the recipient receives the content and reacts to the received message.

3.2 The basic principle of the communication campaign

The effective communication must consist with 7 principles or 7C as follow



1. The principle conciseness of content:

The principle of conciseness in dissemination means that the content must be short and concise. This principle will help to save time and cost, and also help for recipient to understand the message easily, by cutting out the exaggerated messages or unnecessary wording.

For example: The message on report about deforestation that must be short to indicate directly to what kind of trees were cut where causes come from, and how is it bad impact from that deforestation, how civilian will get involve on to stopping this deforestation.

2. The Principle about Clear

The message transmitted outside must be clear to help for receiver understand easily. For example: meanwhile to present, the sound and word should be clear, and easy to understand.

3. The principle of Correctness

Communication is needed to be accuracy including using language correctly. The correctness will create the trust of the sender to the receiver.

For example: Writing a message must be avoiding grammatical errors or mistakes in the use of vocabulary.

4. The principle of concrete

The principle of concrete is the communication which means the message should be clear, particular and measurable, to avoid the mention in general content and misinterpretation.

For example: high, low, black, white, increase, decrease, percentages and etc.

5. The principle of complete

The communication should be complete so that is highly effective. Complete information must include WH question such as what, where, who, why, when, how. For example: the issue of illegal excavation of logging, that must identify where it happened, who is illegal harvesting of timbers, why they do so, when and how.

6. The principle of courteous

The principle of courteous means that the sender should show respect to the listener or receiver. The sender should be polite and considerate of the receiver's feelings.

For example: raising awareness among people not allow to cut down trees and destroy the forest. Be understanding, sympathy and provide solution that people can accept.

7. The principle of consistency

The principle of consistency in communication means that all the content must be related to each other, arrange and steps so that the recipient will be able to follow, to remember and to understand the issue that sender want to communicate.

For example, the report about the problem of illegal logging that may begin with the content of what illegal logging is, after that, to present about the causes of illegal logging, consequence of illegal logging, and finally discuss about solutions.

3.3 The type of media

The media is a communication channel that is optionally used by the communicated team to deliver information to the target group. In general, there are 6 types of media as follow.

1. The communication by publication media

The publication media refers to the dissemination channels that's resulting from published process, especially newspapers and magazines.

- **Newspaper:**

Newspaper is a publication media that published in certain period of time with the purpose of informing information, presenting ideas, entertainment, announcements and advertisements. The good advantage of the newspaper is that it can reach out to a large number of readers, there is flexibility in subscribe for advertising space, you can be able to choose a specific target group, the target group is willing to read because the content in the newspaper is designed to attract the attention of the reader, you can choose the page and read the content as per the interesting of the reader. But the disadvantage of newspaper is short validation, too much ads, limited control of the target group.

- **Magazine:**

A magazine is periodic publication where its validation is longer than newspaper, published as complete set as a magazine book which containing a variety of content such as documentary, entertainment, news and advertisement. The advantage of the magazine is to be able to choose the target group; Can be advertising in many forms; Advertisements are well detailed; Don't confuse the reader and it is more reliable that can be presented as article or documentary. But the disadvantage of magazine is that readers have limited access; Sending originals in advance longer than newspapers; There is no sound and animation, and the distribution is not reach to large scale.

2. The communication by radio broadcasting and Television

- ***The radio broadcasting***

The radio broadcasting is a media that is able widely accessible to people and coverage almost all areas of the country. The advantages of radio broadcasting such as that can reach a large number of listeners; A media with high speed and flexibility; it is a low-cost medium; create a good image and imagination; Even people who cannot read or see but they still can be bale to listen; It is a highly acceptable medium and it has a large number of radio stations spread throughout the country. The disadvantages of radio media that is most people don't pay much attention to listen; There is only sound, no animation; There are so many stations to listen optionally and scheduling media to communicate it is quite difficult.

- ***The Television***

The television is playing a great role because of it is high effective medium in presenting information due to it can transmit both animation and audio at the same time. In addition, it is also able to reach a large number of people. The advantages of television are a high-quality media that can be accessed by people in almost every part of the country; It is a medium that affects audients that provides images, colors, audio, video animation and variety show; It is a highly influential media for updating the news, entertainment and new knowledge that affects people's lifestyle; that can be chosen to communicate in a program with content that matches the interests of the target group. The disadvantages of television media that is high costs, too many advertisements, it is a media that is stuck in a place not be movable, no flexibility in media scheduling for communicated.

3. The communication by mail

The communication media by mail is sending messages to the target group directly by mail. At present, the communication by mail that is also a tool of marketing target to provide the opportunity for consumers to order products and services by mail. The Communicate by mail can be done in many ways such as using advertising materials that are directly mailed such as brochures, postcards and etc. Newsletter is a publications media in manner as letters, flyers, brochures that are placed into envelopes for the recipient to read and the use of advertising materials attached along to business documents such as publications that were sent along with receipt from customer or company's documents that submitted to customers. The advantages of communication media by mail is able to alternative target groups; with high flexibility; privacy; with low cost; that can be a tool of targeted marketing and it can be measured for communication. The disadvantage of communication media by mail is that reader who is not love to read he/she may not care to open to read.

4. The communication by outdoor advertising

The communication by outdoor advertising that can reaches to people outside of their home the Outdoor advertising often appears at news board, which are many manners such as posters, colorful painting, large signs. A poster is a publication media that is published in order the recipient can read message from a distance; the painting is a large signboard which is an image made of written or message on the plywood board, the large print sign which attach around in each corner or attached in tall building make them visible from far distance. Mostly decorated with electricity or special techniques to animate them. The advantages of outdoor advertising are high access and high frequency; There is a flexibility and effectiveness. The disadvantage of outdoor advertising is that it is difficult to measure the number of visitors or viewers of outdoor advertising; that can present limited content; The not update information or sign is easily to damage, and some people see billboards as a fake information that destroys the scenery of the city.

5. The communication by transported vehicle

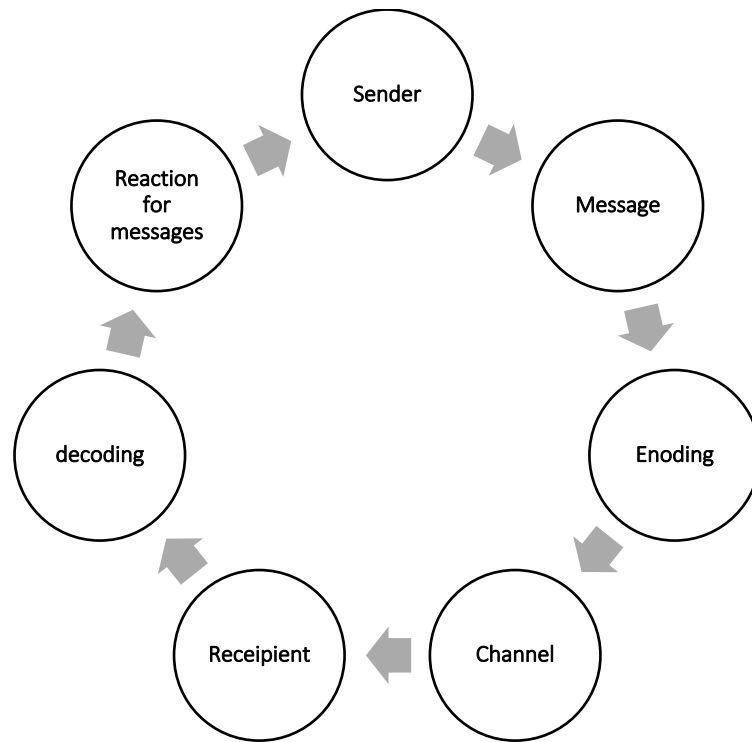
The communication by transported vehicle is an internal or external communication by using public transportation such as trains, buses, tricycles, taxis, etc. We will find the communication by transported vehicle in many ways such as billboards at the cabin, advertisements on the side of the buses, poster on the back of the buses, advertisements at the end of the buses, tuk-tuks, poster at the passenger's room and billboards inside the airport. The advantages of the communication by transported vehicle that is create great value because it is a low-cost media, including the value of advertising and low cost for renting space; Get high frequency because people always travel in same route to work or do routine in daily life; we can choose the geographical area because we can select specific ads in the way we want them to see and they will it for a long time. The disadvantages of the communication by transported vehicle media that is still lack of flexibility on the creativity, hence the sticker is only 2-dimension flat sticker only so it can be attached to the vehicle; it is still limited to communicate to target groups; The communication by transported vehicle media is only access to low class mass level.

6. The communication by social media

The communication by social media is an advertising medium to promote and provide information services through social media with the aim to send messages to the target group. The communication by social media is very popular nowadays because it is convenient, fast and access to particular target group. The advantages of social media are as follow that provides more opportunities to be visible, can show results in many ways, can put as much information as we want, can choose our own target group, don't have high cost on advertising like TV and radio broadcast, low cost, don't have to pay a lot for officer, no need to pay for subscribe fee. The disadvantages of social media that is annoying to users, high cost for popular some websites, limited advertising on some networks, high cost for receivers to purchase electronic device and internet.

3.4 The communication process

The communication process is send the message from the sender to the recipient by using communication channels to overcome communication barriers. This process as per cyclical figure where it starts sending the message from sender and ends at the sender by acknowledge the result from message sending. The communication process consists with 7 steps as follow:



- **Sender:** First step of the communication process is the original source of message or begin with sender contact to recipient.
- **Message:** Refers to the message, idea or information that the sender wants to communicate to the receiver. Message can be in any form such as speech, text, non-verbal symbols for instance symbols, pictures, gestures etc.
- **Encoding:** The sender encodes the message to be suitable and easy to understand for the receiver. Codes can be represented as letters, symbols, images, sounds or other method of communication.
- **Channel:** Refers to medium or format of message that was sent to the recipient. It is a bridge or transport vehicle from the sender to the receiver.
- **Recipient:** Refers to message receiver who means to the person or group of people who receive the message from the sender. The recipient receives the message through reading, seeing, and hearing.
- **Decoding:** refers to translation or interpretation of the message that was received. The interpretation of message base on the basic knowledge of the recipient. If the receiver interprets incorrectly, it means that is failure of the communication.
- **Reaction to the message:** If the message has been translated or interpreted correctly, the receiver has improved or changed his/her behavior in thoughts, words and actions after receiving the message where the sender can evaluate.

4. Procedure and System for Communication Campaign

- a. Face to Face Communication
- b. Communicate through Media (TV, Radio, Social Media...)
- c. Communicate through village speaker
- d. Communicate through Primary School and Secondary School

5. Project support

Activity	Target group	Size of Target group (Number of village, district, Province)	Message ¹	Media (channel)	Period of time	budget	Responsible by sector
Activity 1	Village, district, checkpoint, province, entrepreneur		Forest cultivation Account I, II by illegal	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			
Activity 2	Village, entrepreneur		Slash and Burn, illegal burn the forest	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle The communication by Social Media 			
Activity 3	Village, District, Checkpoint, Province, Entrepreneur		excavation forest product illegally	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			

¹ Reference from prosecution Law, Part 2, Chapter 9 Article 326-338 and Article 353 refers to the violation of Law on natural resource

Activity 4	Village, District, Checkpoint, Province, Entrepreneur		Cutting tree, buy-sell or move the time and natural tree's stump Account I, II near extinct, those are illegal	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			
Activity 5	District, Province, Entrepreneur		The permission for transform forest naturally, permit to forest harvesting over role and responsibility	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			
Activity 6	Forest Ranger Officer, District, Province, Entrepreneur		Assign the seal hammers to unauthorized persons, forging seal hammers and illegally documentary related excavated document to buying and selling, moving, processing and distribution of timber and forest products.	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			
Activity 7	Village		Destroy Crops	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			
Activity 8	Village, District, Checkpoint,		Illegal hunting	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail 			

	Province, Entrepreneur			<ul style="list-style-type: none"> ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			
Activity 9	Village, District, Checkpoint, Province, Entrepreneur,		Illegal fishing or Aquatic animal	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			
Activity 10	Village, District,		Intruded and destroy the source of living of aquatic and wildlife and its food web	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			
Activity 11	Village, District, Entrepreneur		Trade or procession of prohibited aquatic animal or wildlife	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			
Activity 12	Checkpoint, Entrepreneur		Importation, Exportation, Transit or move the aquatic animal and wildlife	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			
Activity 13	Village, District, Entrepreneur		Destroy to aquatic animal (Bomb material, Electric Fishing...)	<ul style="list-style-type: none"> ○ The communication by Newspaper ○ The communication by Radio broadcast and TV ○ The communication by mail ○ The communication by outdoor ○ The communication by transported vehicle ○ The communication by Social Media 			

Project	Activity	Action plan for each year					Responsible by
		2022	2023	2024	2025	2025	
Create and improve the legislation, communication tool	<ul style="list-style-type: none"> - Assessment of the requirement on create and improvement of legislation - on create and improvement of legislation - Create the training material 						
Training	<ul style="list-style-type: none"> - Create the training guideline - Trail training to target trainer 						
Communicate the legislation	<ul style="list-style-type: none"> - Conduct the training - Evaluated the training 						

6. Tool and Examples for Communication Campaign

- e. Communication Campaign in village level
- f. Communication Campaign in district level
- g. Communication Campaign at checkpoint
- h. Communication Campaign in provincial level

7.Measurement on Implementation, Monitoring and Evaluation

7.1 Lead organization and Collaboration

The Department of Forestry Inspection of the Ministry of Agriculture and Forestry who will be taking lead by collaboration with local authorities to carry out implementation and evaluation through the participation of relevant sectors such as line government sectors, development partners, business and entrepreneurs, Local people, Civil society organizations according to their roles, rights and duties.

7.2 Budget and Source of Fund

The budget for the implementation of this Action Plan/Operation Plan for the communication campaign of legislation on forest resources 2022-2026 will be obtained from the fund mobilization and use of funds from various sectors such as the governmental budget, cooperative funds from international organizations in the form of loans and grants, and funds from private sectors both domestically and internationally.

7.3 Monitoring and evaluation

Monitoring and evaluation is based on the goals, objectives and estimated results that defined in clause 2 of this actional/operational plan through the participation of relevant sectors both at the central and local levels continuously and systematically manner. The Department of Forestry Inspection to collaborate with related sectors to monitoring systematically, monitor and reporting from time to time. In addition, there will be a joint meeting with all sectors to learn lessons about the implementation of this actional/operational plan.

8. References

ⁱ The Law on Forestry, Ref.no 64/NA, Date 13 JUN 2019;