

# Myanmar National Communication Campaign Plan to combat forest crime



**UN-REDD**  
PROGRAMME



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# 1. RATIONALE

## 1.1 Situational Analysis

Due to a reduction in deforestation in some countries over the period 1990–2020, the rate of net forest loss decreased substantially, plus increases in forest area in others through afforestation and the natural expansion of forests. The rate of net forest loss declined 7.8 million ha per year during 1990–2000, 5.2 million ha per year in 2000–2010 and 4.7 million ha per year in 2010–2020. The rate of forest expansion gradually slowed the rate of decline of net forest loss in the most recent decade. Likewise, the net forest losses significantly declined in forest areas of South and Southeast Asia (FRA, 2020)<sup>1</sup>. However, Myanmar's forestry sector continues to encounter various challenges including issues related to the political economy of the timber trade, illegal logging, and the timber legality system<sup>2</sup>. In Myanmar, the average annual net loss of forest area from 2010 to 2020 was approximately 290,000 ha/yr (0.96%) as reported by FRA (2020).

Since 1990, Myanmar has lost 26% of its forested area including deciduous forests which are composed of several commercially valuable timber species such as Teak (*Tectona grandis*), and other hardwood species such as Myanmar Ironwood (*Xylia xylocarpa*), Burmese Rosewood (*Dalbergia oliveri*), Burma Padauk (*Pterocarpus macrocarpus*), and Beechwood (*Gmelina arborea*). Because of population growth, expansion of agriculture and commercial crops, and increasing resource utilization within Myanmar, the forests of Myanmar are under severe pressure. The demand for natural resources and wood consumption from neighboring countries of the Southeast Asia region is also escalating at a rapid rate. The key fuel wood importers of Myanmar's timber products are China, India, and several other emerging economies, as well as the US, European and Japanese markets. UN Comtrade mentioned that Myanmar is one of the world's largest exporters of fuel wood and wood charcoal, with 2.8% of the global share and an annual value of US\$30.5 million. More significantly, Myanmar is the fifth largest global exporter of wood in the rough or roughly squared format, constituting 5.2% of the global market with an annual value of US\$653 million. Myanmar exports 1.9 million cubic meters of timber annually, valued at \$800 million based on data collected from neighboring countries but there are very few value-added timber products exported, mostly due to the relative profitability of raw log export sales<sup>3</sup>.

Illegal timber destined for neighboring countries and other economically developed countries has vastly degraded Myanmar's forests. The ongoing political situation, poor

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<sup>1</sup> FAO, 2020: Global Forest Resource Assessment

<sup>2</sup> International Alert, 2017: Forest law enforcement, governance and trade in Myanmar

<sup>3</sup> UNODC (2015): Criminal justice response to wildlife and forest crime in Myanmar

governance, erratic law enforcement, a lack of focus on environmental crime, and weak awareness of stakeholders have contributed to an ongoing illegal trade in timber, especially teak (*Tectona grandis*), Burmese rosewood or tamalan (*Dalbergia oliveri*) and padauk (*Pterocarpus* spp.). As illegal logging and illegal timber trade have negative impacts on Myanmar's economy and the environment, with the latter suffering significantly through uncontrolled logging, there is a need to understand the drivers of Myanmar's illegal timber trade in particular<sup>4</sup>.

FAO-EU FLEGT Work Programme defined the strategic activities for 2020-2021 to promote legal harvest by compliance of existing legal instruments of Myanmar; focusing on public access to information on applicable legislation; as well as other relevant information related to legal timber harvest – which is all necessary to allow to adequately assess the risk of illegally harvested wood or derived products entering the supply chain and to take adequate measures to mitigate the risks<sup>5</sup>.

In order to tackle these challenges, several programs and campaigns have been conducted to encourage relevant stakeholders to participate in the conservation of forests and the reduction of illegal timber and trade. But the level of knowledge and capacity is still needed to raise awareness to understand policy, operation procedures, information, and other technical supports related to forest management, especially to change mindset, attitude, and behavior for legal timber trade by avoiding illegal timber production. Depending on the levels of knowledge, a communications campaign plan will be developed to promote awareness and the capacity of stakeholders.

## **1.2 The Baseline KAP (Knowledge, Attitude, and Practice) Survey**

Rapid Asia Co., Ltd. carried out a KAP survey on forest crime in the five LMR countries and P.R. China in 2022. For Myanmar, surveys were conducted in three areas, Yangon, Bago and Tanintharyi respectively. Urban population was sampled in Yangon and the last two were for the sampling of rural ones. The assessment involved demographic and economic profiles across study areas.

The study had a number of findings for Myanmar, which are relevant to design a communications campaign:

- Purchasing behavior to buy hardwood furniture is highest for Teak and Rosewood for both the past and future.
- Manufacturers and government are key actors in ensuring responsible purchasing. But responsible purchasing as a concept is not well developed.

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<sup>4</sup> GLOBAL INITIATIVE AGAINST TRANSNATIONAL CRIME, 2021: MYANMAR'S ILLICIT TIMBER

<sup>5</sup> FAO (2021): FAO-EU FLEGT Work program activities (2020-2021)

- Many consumers may have other priorities, also reflected in many negative attitudes (i.e. don't care about illegal logging or don't think it can be solved).
- Knowledge about Rosewood and Teak is highest among different species but awareness about forest crime and how to prevent it is relatively low. The forest trade may be shifting to other wood species apart from Teak and Rosewood.
- One of the main reasons to cut down trees is for livelihoods; loggers do not have the intention to commit illegal logging against the law and recognize that those actions are unethical and have bad consequences for the environment.
- Forest crimes occurred more frequently as logging in protected areas, rather than logging and trading protected tree species, this may be driven by consumer demand.
- Crime is more strongly associated with logging rather than trading.

**These findings are validated and complemented by results from Ideation Workshops** which further delved into the root causes of illegal logging and trading in Myanmar. These included:

- difficulties to access legal timber in convenient ways and hard to get the volume in the required amount.
- limited supply of legal timber,
- ever increasing demands from the illegal timber market,
- weak legal document, i.e; Forest Laws and Rules are not consistent,
- weak law enforcement,
- limited capacity of resource person from government, private sectors, and NGOs,
- lack of transparency,
- weakness of collaboration between government organizations, private sectors and community,
- legal constraints encourage illegal activities, e.g.; the tree planted at home must be registered.
- even if there is a CF certificate, the legal status of the timber produced from CFs is unclear. Receipts and sold vouchers for selling timber issued by the MTE and FD combined collusion and corruption are pushing factors from legal to illegal in timber trading. Legal timber sources are not accurate.

**The workshop also identified the following key points to include in the campaign content:**

- a) Teak and Rosewood should be selected for raising awareness because these two species are endangered, valuable, and well-known.

- b) The negative consequences of illegal logging impact on the natural environment, land use change, threat of regeneration and wildlife species, decrease species composition, and destruction of the wildlife food chain. It may affect the income of people and the environment in the long run.
- c) The practices to use timber at a smaller scale are essential to reduce illegal logging and trade because people buy timber for furniture at massive scale to show their trademarks of wealth.
- d) People should be aware of the legal status of furniture shops while those wood furniture shops must get a license. In practice, people normally think furniture shops are already registered legally and have a license for selling or production of wood furniture, nonetheless in actual some have licenses and some not. They should state that the furniture made of legal timbers are only sold, and the attitudes and mindsets of sellers and consumers should be changed to trade and use only legal timber.
- e) When products are found in the place of sale, people think it's legal. If they pay money for any items in place, their assumptions were that it is legal ones. The wood furniture stores (selling centers) should declare where they got those timber legally. As the public cannot conduct monitoring related to supply chains due to a lack of access to public information, they should ask the sellers to clarify the source of legal timber. It may also happen that the shop owner does not give true information. Users may know that the shop is also illegal, but if they have papers, they know that it is safe. If these problems are left unaddressed, forest crimes and illegal timber trade, socioeconomic conflicts, and environmental degradation will increase in the future.

### **1.3 KAP SCORE MODEL**

The KAP score model is adopted by RAPID ASIA, n.d. which is a proven model for measuring behavior compliance because it is reasonably easy to design, conduct, analyze, and interpret. This score approximates the five stages of change, moving people from a position where they start learning about the issue, begin having concerns, change their attitude, develop an intention to comply, and finally, displaying robust compliance. This model was used to conduct a survey to develop an awareness plan concerning forest crimes and illegal logging. The results of the survey provide the inputs needed for the design of an effective communication plan, as well as the baseline data for the future evaluation of the success of the communication plan.

Myanmar had a low KAP index, indicating gaps in knowledge, attitude, and practices on forest crime prevention and response. It had a higher KAP index in urban areas compared to rural areas, indicating that people in urban areas have a slightly better understanding of illegal logging and its impacts. There is a good understanding of how illegal logging impacts the environment but limited knowledge regarding consumer demand being the main driver for illegal logging, and limited awareness that many tree species are at risk of

becoming extinct. Many respondents have great respect for the law and show no trust in trading of illegal tree species. Myanmar shows lower levels of compliance to buy legal timber with regulations on logging, processing, buying, and selling timber in both urban and rural areas.

## **2. COMMUNICATION OBJECTIVES**

The overall objective engages and mobilizes stakeholders on the supply and demand sides to recognize the devastating impact of illegal logging and trade on Myanmar's forests. Through education, advocacy, and collaboration, the campaign will drive positive behavioral change toward the use of legal and sustainable timber, ensuring a more responsible and sustainable future for our environment and communities.

More specifically, the communication activities have the following objectives:

1. To raise awareness and educate the supply side stakeholders (CFUGs, private plantation companies/farmers, forest dependent communities, and forest dwellers, etc.) to understand more about threats and drivers of illegal logging and trade on the environment, society, and the economy, as measured by the baseline and endline surveys/consultation workshops.
2. To promote the capacity of the demand side stakeholders (Timber processors, Private sector timber trading companies, furniture factories and end-Users, etc.) to prevent illegally harvested or traded timber from entering the supply chain, as measured by the number of shops with certified forest products.
3. To establish strategic partnerships and networks with relevant stakeholders for sharing information and reporting on forest crimes, as measured by the number of consultations and people reached.

## **3. IDENTIFICATION OF THE TARGET AUDIENCES**

It is important to identify the target audiences in order to optimize communication and raise awareness. Communication activities shall focus on the target audiences, mostly stakeholders relevant to the topics of forest crimes, illegal logging, and trade. For communication purposes, the key target audiences have been identified as follows:

### **a) Community Forest User Groups (CFUGs)**

- a. The group, interested in forest operations, and truly dependent on the forest for their livelihoods, is the direct beneficiaries of the forest and

conducts community forestry activities. (San Pya CF, Hlein Maw Chan CF, etc.).

**b) Forest dependent communities**

- a. Forest-dependent communities in the tropics typically rank lower in socioeconomic status than agricultural and urban communities, and improving livelihood choices while protecting forest resources can be a difficult task.

**c) Forest dwellers**

- a. The forest dwellers who had their villages within the park were resettled on the borders of the park, after it was established.

**d) Producers**

- a. Companies that produce wood from natural forests and plantations (Asia World, Htoo Company etc.) mandated by government to harvest timber by sub-contracting with MTE (Myanmar Timber Enterprises).

**e) NGOs working on forests**

- a. NGOs, which are organizations supporting money and technical assistance to forest activities, especially in forest management activities involving public participation (MERN, ECCDI, etc.).

**f) Private plantation companies/ farmers**

- a. Companies and farmers have established forest plantations according to instructions, laws and procedures of relevant governmental organizations (Honda Myanmar, Phyo Si Thu Company etc.).

**g) Timber processors**

- a. They are operated to transform logs into finished products, molding, furniture components, and finger joints. It includes sawmilling, wood, paper and furniture product manufacturing.

**h) Private sectors (Investors in timber and furniture stores)**

- a. They are investing businesses in timber including timber products and furniture stores, trade mostly in domestic markets.

**i) Exporters**

- a. Exporters are selling and trading timber to foreign timber markets.



**j) Users**

- a. They are end users of forest products (timber and furniture etc.).

## **4. COMMUNICATION STRATEGIES**

### **Theme: “Conserve Forests, Combat Crimes”**

#### **Key Messages**

Myanmar forests including endangered tree species: Rosewood and Teak are now under the serious threats of illegal logging and timber trade. Illegal logging has been happening across the country. There will be many reasons for that and of which one of the main causes is due to the lack of knowledge regarding consumer demand in one hand and the knowledge gap of unawareness that many tree species especially, Rosewood and Teak are at risk of becoming extinct in the other. The key messages will be focused on promoting awareness and protection of endangered tree species with specific emphasis on Rosewood and Teak, and public participation in reporting forest crimes, and then to get ahead sustainable timber supply chain in the near future.

#### ***SLOGAN 1: Right to use, and responsibility to conserve***

**Targeting:** *Community Forestry User Groups (CFUGs), Forest communities, Forest dwellers, Producers, Private plantation companies/farmers and NGOs working on forests*

**Information messages:** *Which tree species are endangered? What are the underlying causes for the illegal logging of endangered tree species? What are the social, economic, and environmental impacts of losing endangered tree species?*

- *Did you know that many tree species in Myanmar are endangered and at risk of extinction? These include teak, padauk, and rosewood, among others.*
- *The loss of endangered tree species can have a devastating impact on Myanmar's ecosystems and biodiversity. It is important that we take action to protect these trees before it's too late.*
- *Illegal logging is a major threat to Myanmar's forests: deforestation, habitat loss, climate change; and impacts on people including social conflicts among communities, livelihood disruptions, health impacts, loss of endangered and valuable species and loss of cultural heritage.*

**Attitude and Behavior change messages:** *Is it not okay to buy illegal timber products? Do people think buying legal timber is good for preserving endangered tree species? Where do the legal timber products come from?*

- *The demand for luxury and exotic wood products in markets outside of Myanmar is one of the main drivers of the illegal logging of endangered tree species. **It is our role to ensure that meeting this demand does not harm the future of Myanmar's forests.***
- *Buying illegal timber products is not only illegal, but it also supports the illegal logging and associated trade that destroys Myanmar's forests and endangers its wildlife. By choosing legal timber products, we can help protect Myanmar's forests and support sustainable practices.*
- *Adopting responsible timber usage practices is essential, particularly in small-scale applications, as opposed to excessive use of timber for lavish furniture displays aimed at showcasing prosperity.*

## **SLOGAN 2: Bad for forests, bad for business**

**Targeting:** *Timber processors, Private sectors, Exporters, Users and NGOs working on forests*

**Information messages:** *Sustainable Timber Supply Chain: what does it mean, and which segments are included in the chain? How much do people (targeted stakeholders) understand the laws and procedures (prevailing legal requirements) to comply with national and international regulations for the sustainable timber supply chain? What are the requirements to operate a forestry business in compliance with existing national regulations?*

- *Do you know the requirements for sustainable timber supply or responsible timber trade? **Your business is as sustainable as the timber it uses. If the forests disappear, so will your business. If the forests are managed sustainably to last for hundreds of years, then so can your business.***
- *Exporting legal timbers involves complicated procedures, paperwork, and multiple government institutions. People involved in timber exporting businesses should be aware of the existing legal framework and familiar with the rules and regulations to avoid unethical business manners.*

**Attitude and behavior change messages:** *What are the legal requirements for sustainable timber trade in Myanmar? How can the people comply with the existing legal framework to ensure responsible purchasing and sustainable timber trade?*

- *As a forestry business involved in both supply and demand, it is crucial to adhere to the existing legal framework, as well as national and international standards in*

*timber trade. This ensures a sustainable timber trade that has no adverse impact on forests and communities.*

- *As consumers, responsible purchasing and wood utilization are vital. By carefully verifying the legal source of timber and end-products, we can support the legality of the timber supply chain and safeguard the sustainability of natural forests.*
- *Collectively, we must actively engage in the legal reform process to simplify rules and regulations within the timber industry. This will help deter illegal practices that arise due to complex legal procedures.*

### **SLOGAN 3: Respond together to combat forest crimes and end illegal logging**

**Targeting:** *Community Forestry User Groups (CFUGs), Forest communities, Forest dwellers, Producers, Private plantation companies/farmers, Timber processors, Private sectors, Exporters, Users and NGOs working on forests*

**Information message:** *What is the existing mechanism for reporting illegal activities in the forestry sector? What do you know about community-based reporting and monitoring system? How can existing reporting systems be improved to combat forest crimes? How much forest extent and wildlife has disappeared as the result of forest crime?*

- *In Myanmar, there have been several measures to prevent, protect, combat and end illegal logging and other forest crimes. Nonetheless, forest offences are still rampant, and endangered tree species such as rosewood and teak are now targeted victims. In practice, most of the illegal products could be seized as the result of information received in time from the informants or someone else. **Therefore reporting information on illegal activities can save forests and stop criminals.***
- *Timely Reporting already proved stark evidence for preventing and taking actions against smuggling of endangered tree species outside the country and in country as well. **Communities should report illegal logging** to combat forest crime and end illegal logging and in consequence initiate sustainable timber supply chain. **The forest cannot call for help, but you can.***

**Attitude and behavior change messages:**

*Is it not taking accountability if we ignore or unwilling to report forest crimes happened in forest near by your village or area? What are the underlying causes of ignorance and unwillingness of local community (people) to participate in forest crime reporting? What will be persuasive and incentive measures for the locals to participate in reporting systems or information sharing to combat forest crime?*

- *The absence of reporting on forest crime nearby your area will lead to increased more illegal timber cutting, transporting and processing. And valuable endangered species such as teak and rosewood will be threatened and gradually disappear in the region because of lack of information in illegal activities.*
- *Timely reporting of forest crimes and sharing information would be beneficial in near real time forest monitoring mechanism leading to sustainable forest management and conservation of endangered and valuable species.*
- *We should collaborate and cooperate within and among the communities, with all relevant stakeholders and institutions in improving reporting mechanism, and promoting transparency in sharing information.*

## 5. MEDIA STRATEGIES

As per the KAP survey, the top 6 channels identified as most suitable for reaching the target audiences are:

- **Information materials passed through friends, families and networks. These could include some flyers and pamphlets**  
Information materials such as flyers, and pamphlets are effective through friends, families and networks and accessible for community of remote areas.
- **TV shows and radio channels**  
Television and radio play an important role in communicating messages. These are powerful media and reached a large number of people (eg; SKY NET, Cherry FM).
- **Promo materials like (T-shirt, Eco-bag, hat, Water bottle, etc.)**  
Promotional products can be used to promote awareness by distributing at events. These will help to spread the word and generate interest and share updated information.
- **Traditional, cultural, and religious events**  
Traditional, cultural, and religious events are used to expose any forestry issues to the societies and at the same time to give knowledge about the awareness to change behavior on the forestry sectors and will later lead to the intention of purchasing certified wood/ furniture products (eg; Green Campaign)
- **Websites, social media campaigns, and online platform**  
Websites and social media such as facebook and twitter can act as a primary focus for campaigns and a source of contact for the target audience. These activities also enable closer contact with the audience, enabling awareness building.

- **International and national newspapers/media**

This approach has the advantage of being able to provide information about current events in worldwide. International newspapers/media can also be used to inform readers to believe about critical issues. (i.e, Frontier, RFA, VOA Myanmar Section etc.). National newspaper/media is also used to announce some information across the country.



Information material (Pamphlet)



Social media(Facebook<sup>6</sup>)



Promo material (Eco-bag)



Traditional event

## 6. COMMUNICATION MATRIX

In order to establish contacts and get the message across target groups, communication efforts and means is crucial. Target groups and communication channels have been paired in the matrix below.

| Communication Tools | Community Forestry User Groups | Producers/ Private plantation companies/farmers | Private sectors | Timber processors/ Exporters | Users | NGO working |
|---------------------|--------------------------------|---|-----------------|------------------------------|-------|-------------|
|---------------------|--------------------------------|---|-----------------|------------------------------|-------|-------------|

<sup>6</sup> <https://www.google.com/search?q=logo+of+facebook&client>

|  | (CFUGs)/<br>Forest<br>dependent<br>communities/<br>Forest<br>dwellers/<br>Private<br>plantations |   | (investors,<br>shops) |   |   | on<br>forests |
|--|--|---|-----------------------|---|---|---------------|
| Information materials ( flyers and pamphlets etc.)               | X  | X | X                     | X | X | X             |
| TV shows and radio channels                                      | X  | X | X                     | X | X | X             |
| Promo materials like (T-shirt, Eco-bag, hat, Water bottle, etc.) | X  |   |                       |   | X | X             |
| Traditional, cultural, and religious events                      | X  |   |                       |   |   |               |
| Websites, social media campaigns, and online platform            | X  | X | X                     | X | X | X             |
| International and national newspapers/ media                     |  | X | X                     | X |   | X             |

**7. COMMUNICATIONS ACTION PLAN FOR (2) YEARS**

The communication activities and monitoring and evaluation (M&E) of Myanmar national communication plan for the duration of 24 months are the following;

|  |                  |
|--|------------------|
| <b>Phase 1: Pre-launch the national communications campaign plan (NCC)Phase 1: Pre-launch Campaign</b> |                  |
| <b>Tentative Duration</b>  | <b>Month 1-3</b> |

| <b>Phase 1: Pre-launch the national communications campaign plan (NCC)Phase 1: Pre-launch Campaign</b> |   |
|--|---|
| <b>Objective</b>   | <b>Pre-launch the national communications campaign plan (NCC), Stakeholder mapping, stock-taking</b>  |
| <b>Target Groups</b>   | <b>Community Forestry User Groups (CFUGs), Forest communities, Forest dwellers, Producers, Private plantation companies/farmers, Timber processors, Private sectors, Exporters, Users and NGOs working on forests</b>   |
| <b>Key issue</b>   | <p><b>“Conserve Forests, Combat Crimes”</b></p> <ul style="list-style-type: none"> <li>- Right to use, and responsibility to conserve</li> <li>- Bad for forests, bad for business</li> <li>- Respond together to combat forest crimes and end illegal logging</li> </ul> |
| <b>Communications channels</b>   | <p><b>Pre-launch of the national communications campaign “Conserve Forest, Combat Crimes” on website</b></p> <p>Social media (Facebook &amp; Twitter tec.,)</p> <p>Mailing network</p> <p>National newspapers</p>   |
| <b>Phase 2: Official Launch Campaign</b>   |   |
| <b>Tentative Duration</b>  | <b>Month 4-6</b>  |
| <b>Objective</b>   | <b>Official launch of the national communications campaign plan (NCC)</b>   |
| <b>Target Groups</b>   | <b>Community Forestry User Groups (CFUGs), Forest communities, Forest dwellers, Producers, Private plantation companies/farmers, Timber processors, Private sectors, Exporters, Users and NGOs working on forests</b>   |
| <b>Key issue</b>   | <p><b>Conserve Forests, Combat Crimes</b></p> <ul style="list-style-type: none"> <li>-Right to use, and responsibility to conserve</li> <li>-Bad for forests, bad for business</li> <li>-Respond together to combat forest crimes and end illegal logging</li> </ul>      |
| <b>Communications channels</b>   | <p><b>Official launch of the national communications campaign “Conserve Forest, Combat Crimes” on the website</b></p> <p>Virtual meeting</p>  |

|  |  |
|--|--|
|  | Virtual workshop<br>Virtual conference |
|--|--|

| <b>Phase 3: Creating a network</b> |  |
|------------------------------------|--|
| <b>Tentative Duration</b>          | <b>Month 7-12</b>  |
| <b>Objective</b>                   | <b>To establish strategic partnerships to share information for sustainable timber trade</b>   |
| <b>Target Groups</b>               | Community Forestry User Groups (CFUGs), Forest communities, Forest dwellers, Producers, Private plantation companies/farmers, Timber processors, Private sectors, Exporters, Users and NGOs working on forests |
| <b>Key issue</b>                   | <b>Conserve Forests, Combat Crimes</b><br>-Right to use, and responsibility to conserve<br>-Bad for forests, bad for business<br>-Respond together to combat forest crimes and end illegal logging             |
| <b>Communications channels</b>     | Social media (Facebook & Twitter tec.)<br>Mailing network  |

In order to adjust and improve the remaining activities of the communication campaign plan, the monitoring and evaluation phase will be conducted when phase 3 will be done. It is important to design KPIs/metrics to measure and evaluate the effectiveness of a communication campaign. Metrics are quantitative or qualitative data that can collect and analyze to assess communication performance. KPIs/metrics can be chosen that are pertinent, dependable, valid, and feasible for communication objectives and channels. These metrics can include reach (how many people received or accessed communication?), engagement (how many people interacted or responded to communication?), satisfaction (how satisfied or dissatisfied were the audience with communication?), impact (how did communication influence the behavior, attitude, or perception of audience?), and (how did communication contribute to the project results or benefits?).

| <b>Monitoring and Evaluation for the communication activities of Phases 1,2 and 3</b> |                    |
|---|--------------------|
| <b>Tentative Duration</b>   | <b>Month 13-14</b> |



|                                | <i>Information materials (flyers and pamphlets etc.)</i> | <i>TV shows and radio channels</i> | <i>Promo materials like (T-shirt, Eco-bag, hat, Water bottle, etc.)</i> | <i>Traditional, cultural, and religious events</i> | <i>Websites, social media campaigns, and online platform</i> | <i>International and national newspapers/ media</i> |
|--------------------------------|--|------------------------------------|---|--|--|---|
| <b>Content</b>                 |  |                                    |   |  |  |   |
| <b>Purpose</b>                 |  |                                    |   |  |  |   |
| <b>Deliverables</b>            |  |                                    |   |  |  |   |
| <b>Channels</b>                |  |                                    |   |  |  |   |
| <b>Frequency</b>               |  |                                    |   |  |  |   |
| <b>Audience</b>                |  |                                    |   |  |  |   |
| <b>Desired outcome</b>         |  |                                    |   |  |  |   |
| <b>What success looks like</b> |  |                                    |   |  |  |   |

| <b>Phase 4: Protection and Reporting</b> |   |
|--|---|
| <b>Tentative Duration</b>                | <b>Month 15-19</b>  |
| <b>Objective</b>                         | <b>To promote for protection of Rosewood and Teak, and participate for reporting to combat forest crimes</b>  |
| <b>Target Groups</b>                     | Community Forestry User Groups (CFUGs), Forest communities, Forest dwellers, Producers, Private plantation companies/farmers and NGOs working on forests  |
| <b>Key issue</b>                         | <b>Conserve Forests, Combat Crimes</b><br>-Right to use, and responsibility to conserve<br>-Respond together to combat forest crimes and end illegal logging  |
| <b>Communications channels</b>           | Information materials (flyers and pamphlets etc.)<br>TV shows and radio channels<br>Promo materials like (T-shirt, Eco-bag, hat, Water bottle, etc.)<br>Traditional, cultural, and religious events<br>Websites, social media campaigns, and online platform<br>International newspapers/ media |

| <b>Phase 5: Sustainable Timber Supply Chain and Reporting</b> |  |
|---|--|
| <b>Tentative Duration</b>                                     | <b>Month 20-24</b>   |
| <b>Objective</b>  | <b>To sustain the timber supply chain and participate for reporting to combat forest crimes</b>  |
| <b>Target Groups</b>  | Timber processors, Private sectors, Exporters, Users and NGOs working on forests   |
| <b>Key issue</b>  | <b>Conserve Forests, Combat Crimes</b><br>-Bad for forests, bad for business<br>-Respond together to combat forest crimes and end illegal logging  |
| <b>Communications channels</b>                                | Information materials (flyers and pamphlets etc.)<br>TV shows and radio channels<br>Promo materials like (T-shirt, Eco-bag, hat, Water bottle, etc.)<br>Websites, social media campaigns, and online platform<br>International newspapers/ media |

## 8. EXPECTED KPI FOR 24 MONTHS ACTION PLAN

| <b>Activity</b>  | <b>Total Amount</b> | <b>Reach (per Activity)</b>                 | <b>Total Expected Reach</b>                 | <b>Estimated Budget (MMK)</b> |
|--|---------------------|---|---|-------------------------------|
| Information materials (flyers and pamphlets tec.)                | 4 materials         | 10 000                                      | 40 000                                      | 60 000 000                    |
| TV shows and radio channels                                      | 4 times             | Over 50% of country's population (Estimate) | Over 50% of country's population (Estimate) | 6 000 000                     |
| Promo materials like (T-shirt, Eco-bag, hat, Water bottle, etc.) | 3 materials         | 2000  | 6000  | 60 000 000                    |
| Traditional, cultural, and religious events                      | 1 time              | 50  | 50  | 3 500 000                     |

|   |          |   |   |            |
|---|----------|---|---|------------|
| Websites                                    | 6 times  | Counting the number of total visitors       | Counting the number of total visitors       | 3 000 000  |
| Social media campaigns, and online platform | 11 times | 40  | 440   | 55 000 000 |
| International newspapers/media              | 1 time   | Over 20% of country's population (Estimate) | Over 20% of country's population (Estimate) | 2 000 000  |
| National newspapers/media                   | 1 time   | Over 50% of country's population (Estimate) | Over 50% of country's population (Estimate) | 100 000    |
| <b>Total</b>                                |          | <b>189 600 000 MMK (90 286 USD)</b>         |   |            |

**9. EXPECTED OUTCOMES**

The expected outcomes of the national communication campaign plan will be:

1. CFUGs/communities and private plantation companies/farmers start to involve in the movement to combat illegal activities through understanding of how to report them, leading to a declining trend in forest crimes and illegal timber trade.
2. Users are informed about the importance of responsible purchasing and equipped with the knowledge to make informed decisions when buying wood products, leading to a shift towards legal and sustainable supply chains.
3. The private sector timber trading companies start to make a shift to take responsibility for preventing illegal timber entering the supply chain and recognize the benefits of operating their wood/timber business within legal supply chains, resulting in a more responsible and sustainable timber industry.
4. NGOs working on forests are equipped with knowledge on endangered species, forest crimes, illegal logging and trade, ways to combat illegal logging, and responsible purchasing, enabling them to effectively advocate for the general public and bring about positive change.
5. All key stakeholders understand the urgent need to collaborate in combatting illegal logging and trade, leading to increased collective action and greater impact in protecting Myanmar's forests and endangered tree species.

