Draw a Sustainable Natural Resource Management Video Promotion

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Strengthening Forestry Communications in Asia and the Pacific

17 – 19th September 2013

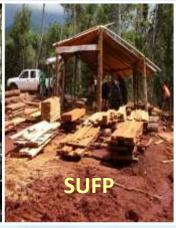
Hanoi, VIETNAM.



Our Core function

Forest And Trees









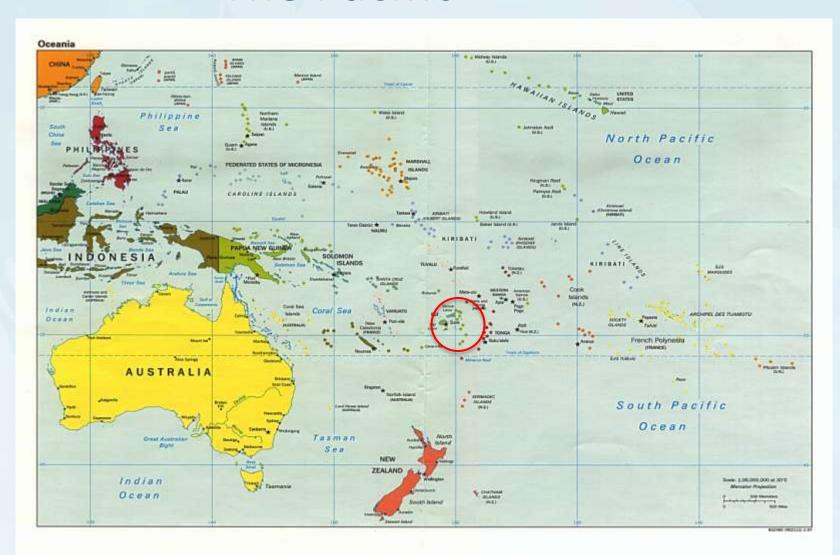


Services Provided: Awareness, Capacity Building/Supplementation, Advocacy, Consultation, information exchange

SPC Core Function: Sustainable Natural Resource Management, Sustainable Economic Development, Sustainable Human Resource Management



The Pacific





FORESTS ARE VITAL TO THE WELL-BEING OF THE PACIFIC PEOPLE



SOCIAL & CULTURAL BENEFITS











FORESTS ARE VITAL TO THE WELL-BEING OF THE PACIFIC PEOPLE











SOURCES OF LIVELIHOOD



FORESTS ARE VITAL TO THE WELL-BEING OF THE PACIFIC PEOPLE



ECONOMIC BENEFITS



SFM IN THE PACIFIC

Technically, SFM includes components of production, conservation, protection, restoration, agroforestry, etc.





Criteria of Sustainability

- Environmental/ecological sustainability
- ⇒ Development or utilization type must be designed to ensure that the use of forest resources should correspond to its natural potential
- Economic viability
- ⇒ Utilisation of the forest resources should be designed to contribute to the long term security of the economic basis of the people's living.
- ⇒ It contributes to the improvement of the living conditions of the rural population and to the overall economic development of the country.
- Social justice/socially acceptable
- ⇒ Equal distribution of resources, benefits and costs between the human population of the present generation (intra-generational equity) and between the present and future generations (intergenerational equity).



SUSTAINABLE FOREST MANAGEMENT

MAIN MESSAGE - We NEED to
MANAGE our FOREST RESOURCES
in sustainable manner to ensure
that, the ecological, social and
economical benefits to the
community from the past are
continually available to the
present as well as the future
generations.

AIM – To integrate SFM in our broader Sustainable Development Strategies





Communication Challenges

- Different Education level choice of words and language
- Access radios, newspapers, Video
- Infrastructure



Video Promotion

Purpose/Objectives

- Document and share the lessons learnt
- Promote the concept of Sustainable Natural Resource Management

Why

- Visibility people can actually see and relate
- Attractive to the local communities



Video Promotion

Key features: What was done?

- Training of media personnel (Journalist)
- Documentation of the lessons learnt
- Production of Video documentary, TV spots
- Training of Trainers (Forest Technicians)
- Awareness and training programmes for communities, industries, government and non government institutions.





Important outcomes

- Increasing number of communities in Fiji and the Pacific Region are showing interest in managing their own forest resources on a sustainable manner using the Drawa model.
- Fiji has incorporated the SFM components into its new forest policy, revised Code of Harvesting Practices and into the forest legislations currently being revised

