



Draw a Sustainable Natural Resource Management Video Promotion

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LAND RESOURCES DIVISION**

Strengthening Forestry Communications in Asia and the Pacific

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Our Core function

Forest And Trees



SFM



SUFP



Agro Forestry



**Forest
Genetics**



**Climate Change
(REDD+)**

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 (inter-generational 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.



Video Animation – OUR FOREST OUR FUTURE



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

