1. Introduction

This workshop was organized jointly RECOFTC and FAO, in the context of the Asia-Pacific Forestry Communication Network (APFCN), with the intention of improving capacities of forestry communication officers in the region and workshop participants to plan, develop and facilitate participatory development processes aimed at building effective communication strategy planning and implementation.

Specifically, the training intended:

- To share learning on using communication to address development challenges in the context of forestry work
- To learn how to apply a participatory development communication approach
- To develop a participatory development communication strategy and an implementation plan
- To identify relevant modalities for implementation, follow-up and knowledge-sharing after the workshop
participants were self-funded, while 16 were supported through funds from the LoA between FAO and RECOFTC. *For the detailed participants list, see Annex 1.*

Some were practitioners, others managers, and other communication officers. Participants had a good level of interest and skills. A few struggled because of their limited capacity to understand and speak English, but were nevertheless able to sketch a first draft of a communication strategy.

### 2. Learning objectives

For practitioners, the learning objectives consisted in the following:

1. Demonstrate the use of participatory development communication in the context of their own work in forestry and development
2. Prepare a situational analysis and field research plan including participatory communication appraisal, stakeholder analysis, KSAP analysis, analysis of communication resources and social network analysis
3. Using research and analysis results, formulate with key stakeholders communication objectives that will support an intervention identified by the community to address a specific problem
4. Identify with key stakeholders appropriate communication activities, tools and media
5. Define with key stakeholders participation, M&E and documentation modalities
6. Develop a communication plan to implement the communication strategy
7. Identify what is needed to develop with key stakeholders a participatory communication strategy and plan in the context of their own work in forestry and development

For **managers and other participants**, they were limited to:

1. Describe the role of participatory development communication in supporting development work in the forestry context
2. Supervise the planning, implementation and monitoring & evaluation of a participatory development communication strategy and plan.

### 3. Structure of the workshop

The workshop was structured in 5 modules:

Module 1, Development challenges in forestry, and development communication, identified key challenges of development in the forestry context and what communication could or could not do, as well as participant’s experiences in working with local communities and using communication and participatory approaches in that context. As a process, the module also introduced two techniques
frequently used in PDC, key informant interview and focus group discussions. Participants used these in generating the content of the module.

Module 2, *Communication and participation*, introduced communication in development and participatory development communication. It presented different communication approaches in development, outlined the evolution of concepts and methodologies up to participatory development communication and introduced the different steps of the communication strategy and plan.

Module 3, *Developing a communication strategy and plan*, led participants through the different steps of planning participatory development communication:
- Clarify the interventions and carry out a situational analysis
- Establishing a relationship with a local community
- Setting the goal: involving the community in the identification of a problem, its potential solutions, and the decision to carry out a concrete initiative
- Identifying the key stakeholders concerned by the identified problem and initiative and learning from them
- Identifying the other stakeholders concerned by the identified problem and initiative
- Formulating communication objectives
- Identifying key messages and communication activities
- Identifying feedback modalities
- Principles in selecting appropriate communication tools, media, and activities
- Facilitating partnerships
- Participatory monitoring and evaluation and documenting
- Participation modalities at each step
- Planning the sharing and utilization of results
- Translating the strategy in a communication plan

Module 4, *Communication tools and participatory techniques*, was structured around two conversations on different examples of application of communication tools and participatory techniques.

Module 5, *Applying the knowledge*, unfolded in parallel with the last two modules, by leading participants in applying the new knowledge in a concrete case and in developing a first draft of a communication strategy. Participants’ strategies were presented on the last day of the workshop and led to the identification of follow-up modalities to finalize the communication strategies and develop communication plans.

Participants completed an evaluation form at the end of the workshop and received certificates of “active participation”.

After the workshop, participants had a brainstorming session on participation and sharing in the context of the Asia-Pacific Forest Communication Network. They were
also invited to share ideas on regional participation to the next World Forestry Congress.

For the workshop agenda and handouts, see:
https://mega.co.nz/#F!ogt0mRiS!VoOpSzbyNp9sV4mcABwGQ

High resolution workshop photos can be found at:
https://mega.co.nz/#F!xQMTTKidfX-NtyRf_AbV2ip3y3LjQ

4. Follow-up

The follow-up modalities discussed and agreed upon with the participants, RECOFTC and FAO consist in the following:

- Participants can submit to RECOFTC – FAO a revised draft of their communication strategy by June 1rst. They can also submit another draft than the one they worked on during the workshop;
- At that time, all draft strategies will be posted on the web pages of APFCN, together with other workshop material;
- During June, a small number of communication strategies will be selected;
- Selected participants will be invited to develop them in the field with local communities and other stakeholders between July and December;
- If needed, some seed money will be available to cover for field research expenses.

The following modalities were also suggested and need to be discussed further with RECOFTC and FAO:

- Some technical support (modalities to be defined), will be available to support the development and implementation of communication strategies; RECOFTC will contribute seed funding for this and discussions between RECOFTC and FAO are underway to determine funding sources for further technical support.
- During that time (modalities to be defined), case studies will be produced;
- The case studies would be presented at the Asia-Pacific Forestry Week, February 2016 (to be confirmed and modalities to be defined).

Next steps for the APFCN/how the Network will support the participants technically and financially in implementing the communication proposals:

- The participants of the workshop are APFCN members themselves, thus the main roles of the participants of the workshop/APFCN members are to refine their draft strategies, implement them and then share their lessons learnt as described above.
• The APFCN has established platforms on FB and google groups, which they can use to easily keep each other up-to-date, share information and support each other in the further development, implementation and communication of the PDC strategies developed in this workshop. To help foster this, the APFCN working group will hold one of its quarterly online discussions on the topic of PDC.

• Overall, having tangible, common projects to work on, such as these PDC projects, will contribute toward bonding of network members. Such projects have also been requested by Network members.

• For more information on APFCN next steps, see Annex 4.

For more detailed options for follow-up activities, see Annex 2.

5. Outcomes

Awareness of participatory development communication as a useful tool for participants’ work

Participatory development communication came as a new approach for all the participants. Many expressed the interest for appropriating its methodology and considered it very useful for their work in forestry and development. Some even expressed that it had changed the way they used to work.

From the point of view of the facilitator, this is a needed change in practices. If participants can consolidate their learning and apply it in their work, there should be important changes in the impact of their work.

Communication strategies

The titles of 13 draft communication strategies produced by the participants are listed below. Each strategy aimed at PDC objectives of increasing understanding of a specific issue in order to address the problem identified.

1. Indonesia: Improvement of livelihoods with Dayak people
   Prepared by Chaulan Fatrysa Shintamy, Yani Saloh and Tom ter Horst

2. Thailand: Improvement of livelihoods of villages living near the national reserve forest management center, Ubon Ratchatahni
   Prepared by Bancha Rungrotjana and Atcharaporn Daisai

3. Vietnam: Improving community forest management in Xin Man district, Ha Giang province (Communication strategy)
   Prepared by Nguyen Duc To Luu, Pham Minh Thu, Mac Thi Thanh Tuyen

4. Cambodia: Biodiversity Conservation Corridors/ ADB Cambodia Project (Forest degradation and illegal logging)
Prepared by Liu Wei (China) and Bunnath Khun (Cambodia)

5. India: Biodiversity conservation and Livelihood generation through Ecotourism in Marine National Park and Sanctuary, Jamnagar, Gujarat
   Prepared by Muhammed Nahar and Maria De Cristofero

6. Philippines: Watershed protection in San Fernando
   Prepared by Janet Martires and Lea Guerrero

7. Philippines: Transfer of indigenous and modern language between indigenous youth and elderly and creation of a network of indigenous youth champions of the forest
   Prepared by Earl Paulo Diaz

8. Cambodia: Improving community capacity to cope with water shortage in the dry season
   Prepared by Pouk Bunthet and Chheng Channy

9. Lao PDR: Village forest management
   Prepared by Chinda Milayvong and Phonsay Khammavong

10. Nepal: Sustainable forest management
    Prepared by Shovakar Sapkota and Gayatri Karki

11. Myanmar
    Prevention of illegal cutting and encroachment of land in community forest management
    Prepared by Ei Ei Swe Hlaing and Thin Su

12. Indonesia: Grassroots project- RECOFTC Indonesia country program (illegal logging)
    Prepared by Detty and Feby, RECOFTC HQ

13. Lao PDR: Land use and zoning regulations in Laos
    Prepared by: Phonephanh Luangaphay and Earl Diaz

With the exception of two of them who did not meet the expected standards, the draft strategies prepared by the participants all reflected the methodological steps presented in the workshop. Of course most of them still need work (in the development, but also in the understanding of the participatory use of communication tools and media) but considering that it was a first exercise, the results were particularly good.

It will be interesting to see how many participants are interested to replicate the development of a participatory development communication strategy in the context of their work and in collaboration with local communities and other stakeholders.
Regional networking
Networking and learning from each other is in itself an outcome of these regional workshops and this was no exception. Group work was structured in different ways so that people could have opportunities to exchange with different people during the week and participants were expected to participate actively. During and at the end of the workshop, we could see that people had enjoyed being together and had learned from each other.

6. Observations and recommendations

Participants
Participants at this workshop had a good entry level, good skills and most importantly (with maybe one exception), great interest and motivation. Most were also very dedicated to their work and took the training opportunity very seriously. This has probably much to do with the selection process which asked candidates to apply for the workshop. This practice should be encouraged.

The issue of language is a real one. All participants should have the minimum level of understanding and expression in the English language, in order to take advantage of the training opportunity. One way to ensure this would be to complement the selection process with a phone or Skype interview with the pre-selected participants.

As for the mix of practitioners and managers or other participants, it worked quite well in this workshop. It is also important to reach out not only to practitioners, but also to the managers in their organizations who can understand and support the introduction of PDC as support for their development forestry work. One question remains though: would it be more efficient to pair managers and practitioners from a same organization? This would enable stronger institutional capacity building as well as avoiding the situation where participants return home without being able to apply to new knowledge. Like in most issues of these kinds, there may not be a right and correct answer for all situations, but it is a question that should be addressed, maybe in a case by case approach.

In the long term, it would be useful to think in terms of trainers’ training for such workshops, in order to build a sustainable capacity in PDC in each country.

Objectives
In practice, everyone followed the same learning path. Non-practitioners were paired with practitioners in order to develop a communication strategy based on the learning objectives. Given that PDC was a new approach for all participants, learning objectives could have been more modest. In reality, the workshop was only able to pursue the 4 first learning objectives, although for those interested, there are follow-up modalities that are planned and agreed upon with the participants.
One idea to consider in the future would be to plan for two workshops, within a period of 6-12 months, with intervals of time in between for field work. The first workshop would introduce participants to the development of a participatory development communication strategy (like in this workshop).

Returning home, they would then develop a strategy in the context of their work with local communities and stakeholders, as well as a communication plan.

Participants who would have completed this task would come back together for a second workshop, in which they would present and discuss their work, and where learning could be consolidated.

**Content**
In a nutshell, the preoccupations of participants regarding communication in their forestry development work were mostly related to disseminate complex information in a simple way, trying to address the language barriers, and establishing communication between different categories of stakeholders (local communities, private sector, NGO, etc.). In one case, linking the work done at the local level with the policy level was also identified as a preoccupation. Few used media and communication tools other than PRA tools, posters, leaflets and community meetings. In general, participants were not aware of two-way communication in contrast of disseminating information, not of the role of communication to support community participation to development. The introduction of participatory development communication gives them the opportunity to use a systematic way to support participatory development processes through two-way communication.

It was refreshing to hear from many participants that the PDC approach was very useful for their work and would even change the way they would practice their development skills.

On the other hand, apart from methodology training, participants would also need practical support on how to use the media and communication tools that they would select in their communication strategy. This could be done by tailoring different practical sessions at a second workshop (see above).

**Workshop facilitation**
Regarding the application of new knowledge to the development of a first draft of communication strategies, it would be useful in the future to plan either for a smaller number of participants, or for an assistant facilitator that could help in supporting participants’ first steps in the development of their strategy.

**7. Summary of recommendations**

- Participants
Complement the selection process with a Skype or phone interview to ensure the level of understanding and expression in English.

Examine in a case by case approach the opportunity to pair managers and practitioners from the same organization.

**Content and structure of the workshop**

- Structure the workshop in three parts: a first workshop introducing the communication strategy, field work developing the strategy and a plan with local communities and other stakeholders, and a second workshop to consolidate learning and finalize the strategy and plan.

**Workshop facilitation**

- Reduce the number of participants or plan for an assistant facilitator who could help participants in the application of new knowledge to the development of their communication strategies.

**Follow-up modalities**

- Send an email to participants to remind them that they have until June 1rst to present an expression of interest and a revised of new draft of communication strategy and informing them of the overall process.
- Define modalities for providing technical support to the development and implementation of selected communication strategies (both at a distance and in the field: mentorship, networking, social learning).
- Define modalities for the production of case studies.
- Confirm intentions and opportunities to present them at the World Forestry Congress.

**Training of trainers**

- Explore the possibility, in the middle term, of developing capacity in PDC in each country.

**8. Summary of workshop evaluation forms**

In terms of organization, learning and outcomes, most participants agreed or strongly agreed that the workshop was well-organized, that the content was useful, and that the outcomes were relevant.

As a result of the workshop, knowledge change in PDC and communication strategy planning was achieved, with improved knowledge after the workshop as compared with knowledge on these topics before hand.

Regarding the overall level of satisfaction with the quality of workshop, the majority of participants rated the workshop highly.
Several participants expressed appreciation for the way modules were presented in a step-by-step manner by with examples, and the overall open atmosphere that was conducive to sharing. Another common comment was that the workshop could have been longer, with a field trip to practice aspects of PDC strategy development. Several also noted that the workshop could have included more time for group discussion and more interactive group activities.

*For the detailed evaluation feedback, see Annex 3.*
9. Summary of feedback on APFCN members’ needs and suggested activities

On the last day of the workshop, participants – both new and existing network members - provided their inputs into the future work of the network. Members discussed the following three themes: their expectations for the network; suggestions for joint discussion topics on a quarterly basis; and tools, content and frequency to keep in touch.

In terms of expectations for the network, participants hope to use the network as a platform for joint learning and to provide training and capacity building opportunities. They also want the network to serve as a platform for information sharing where information, activities and initiatives about forest at regional and national level are shared on a regular basis. One suggestion here was to set up a APFCN publication on best practices of (forestry) communication.

For a more detailed summary on the discussion of APFCN needs and activities, see Annex 3.
### Annex 1 – Participants list

<table>
<thead>
<tr>
<th>Country</th>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
<th>Email</th>
</tr>
</thead>
<tbody>
<tr>
<td>Myanmar</td>
<td>1. Dr. Ei Ei Swe Hlaing</td>
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</tr>
<tr>
<td></td>
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</tr>
<tr>
<td>Vietnam</td>
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<tr>
<td></td>
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<tr>
<td></td>
<td>5. Ms. Mac Thi Thanh Tuyen*</td>
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<td>Lao PDR</td>
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<tr>
<td>Cambodia</td>
<td>9. Mr. Pouk Bunthet</td>
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</tr>
<tr>
<td>No.</td>
<td>Name</td>
<td>Position</td>
<td>Institute/Project</td>
<td>Email</td>
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<tr>
<td>13</td>
<td>Atcharaporn Daisai*</td>
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<td>18</td>
<td>Liu Wei*</td>
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<td>19</td>
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<td>20</td>
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</tbody>
</table>

*These 11 participants were supported through other funding sources.
The advantage of this option is to ensure that all the steps are accomplished correctly and to consolidate learning. Ten days of work could be planned for this purpose.

**Option 3**
At the end of the coaching program, a field visit is made by a mentor. It is suggested that the first visit be done by a technical expert in PDC and a member of RECOFTC team who would then take on the other visits in the region. A week for each case could be planned for this purpose.

The advantage of this option is to provide quality control to the communication strategy and plan.

1. **Other considerations**
Although there is no guarantee funding would be available, it is expected that at least 2-3 of the finalized communication strategies and plans could be implemented and lead to the production of case studies.
## Annex 2 – Detailed evaluation forms

<table>
<thead>
<tr>
<th>1. Organization</th>
<th>1 Strongly agree</th>
<th>2 Agree</th>
<th>3 Moderate</th>
<th>4 Disagree</th>
<th>5 Strongly disagree</th>
<th>No reply</th>
</tr>
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<tr>
<td>Enough information was provided before the training</td>
<td>26%</td>
<td>46%</td>
<td>22%</td>
<td></td>
<td></td>
<td>2</td>
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<tr>
<td>Travel arrangements were well organized</td>
<td>43%</td>
<td>62%</td>
<td></td>
<td></td>
<td></td>
<td>2</td>
</tr>
<tr>
<td>The venue for the workshop was appropriate</td>
<td>55%</td>
<td>36%</td>
<td>99%</td>
<td></td>
<td></td>
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<tr>
<td>Rooms were adequate</td>
<td>40%</td>
<td>45%</td>
<td>15%</td>
<td></td>
<td></td>
<td>2</td>
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<tr>
<td>Food was of good quality and variety</td>
<td>42%</td>
<td>42%</td>
<td>13%</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Recreational program and facilities were appreciated</td>
<td>43%</td>
<td>43%</td>
<td>14%</td>
<td>1%</td>
<td></td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>2. Learning</th>
<th>1 Strongly agree</th>
<th>2 Agree</th>
<th>3 Moderate</th>
<th>4 Disagree</th>
<th>5 Strongly disagree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Learning objectives were clear</td>
<td>41%</td>
<td>45%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The content was well presented</td>
<td>36%</td>
<td>50%</td>
<td>14%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Learning activities were useful</td>
<td>41%</td>
<td>55%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facilitation was up to expectations</td>
<td>32%</td>
<td>41%</td>
<td>27%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fellow participants participated actively and constructively</td>
<td>32%</td>
<td>64%</td>
<td>5%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Time management was efficient</td>
<td>23%</td>
<td>55%</td>
<td>18%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 3. Outcomes

<table>
<thead>
<tr>
<th>Statement</th>
<th>Percentage</th>
<th>Confidence</th>
<th>Supervision</th>
<th>Others</th>
</tr>
</thead>
<tbody>
<tr>
<td>The workshop was useful and relevant to your work</td>
<td>57%</td>
<td>43%</td>
<td></td>
<td>1</td>
</tr>
<tr>
<td>You are confident you can use (or supervise) participatory development communication in your work</td>
<td>48%</td>
<td>38%</td>
<td>14%</td>
<td>1</td>
</tr>
<tr>
<td>You could explain participatory development communication to others</td>
<td>48%</td>
<td>33%</td>
<td>19%</td>
<td>1</td>
</tr>
<tr>
<td>Participatory Development Communication</td>
<td>Very Low</td>
<td>Moderate</td>
<td>Very High</td>
<td></td>
</tr>
<tr>
<td>----------------------------------------</td>
<td>----------</td>
<td>----------</td>
<td>-----------</td>
<td></td>
</tr>
<tr>
<td>What was your understanding before the workshop?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>After the workshop?</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Communication strategy and plan</th>
<th>Very Low</th>
<th>Moderate</th>
<th>Very High</th>
</tr>
</thead>
<tbody>
<tr>
<td>No change</td>
<td>5%</td>
<td>Change by 1 point 43%</td>
<td>Change by 2 points 38%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Participatory Development Communication</th>
<th>Very Low</th>
<th>Moderate</th>
<th>Very High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before the workshop?</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>After the workshop?</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Communication strategy and plan</th>
<th>Very Low</th>
<th>Moderate</th>
<th>Very High</th>
</tr>
</thead>
<tbody>
<tr>
<td>No change</td>
<td>10%</td>
<td>Change by 1 point 33%</td>
<td>Change by 2 points 43%</td>
</tr>
</tbody>
</table>
# 4. Comments

**What you liked the most about the workshop:**

- The opportunity to hear from professionals working in the field about their experiences with PDC.
- I received new knowledge to fulfill my work.
- Being a new member of APFCN.
- Really like the way modules were presented, the steps with examples and that we were allowed to practice & use what we learned. A very fun training!
- Content of communication has been systematized in a logical order.
- Many innovative tools from participants that enrich my knowledge.
- The atmosphere was conducive to sharing, people did not feel inhibited or intimidated.
- Facilitator waited for everyone to finish what they were saying and gave everyone good attention.
- Entire organization of the workshop, selection process is appreciated.

**What you liked the least:**

- I would like to have handouts to read beforehand.
- Participation of participants was not enough facilitated.
- Short time to work on strategies.
- Could have used videos/documentaries of best cases.

**What could be done to improve the workshop:**

- More time for group discussion.
- Follow-up to share on how each of us implemented our PDC strategies.
- Field visit to community to apply the theory.
- More interactive & fun group work.
- Definition and differentiate between communication and PDC – because not all participants come from communication background.
- More interactive presentation so participants more interested to follow the workshop.
- Duration could have been longer.
- I need to know the raw technical skills to produce materials which the community needs.
5. What was your OVERALL level of satisfaction with the quality of workshop/training?

<table>
<thead>
<tr>
<th></th>
<th>1 Very high</th>
<th>2 High</th>
<th>3 Moderate</th>
<th>4 Low</th>
<th>5 Unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td>19%</td>
<td>52%</td>
<td>29%</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Annex 3 - Feedback from the network

On the last day of the APFCN workshop, new and existing network members provided their inputs into the future work of the network. Members discussed the following three themes:

1. The expectations for the network
2. Suggestions for joint discussion topics on a quarterly basis
3. Tools, content and frequency to keep in touch

The network members formed four groups. Each group discussed their expectations for the network. Two groups also came up with suggestions for joint discussion topics and two groups provided inputs for tools, content and frequency to keep in touch.

Below are the results for each of the themes. Answers are categorised under related sub-groups.

#### 1. Expectations for the network:

**Joint learning**
- Training opportunities (2)*
- Capacity building
- Follow up of PDC workshop
- Tool sharing
- New knowledge, information of forestry management
- Cross-country visits
- Experiential visits
- Webinar

**Information sharing**
- Updates on information, activities and initiatives about forest at regional and national level (3)
- Network of forestry uses groups in the region
- Info sharing with program ppl together on the same page
- Sharing funding or training opportunities, echoing external training

**Networking**
- Network with all other networks around the world (2)
- Networking with other forest communicators in the region
- Build relationships
- Expand membership to Solomon Islands, Fiji, PNG, Bangladesh
- Inspirational / motivational tool
- Relax together
Troubleshooting
- To get consultation and advice from other members (2)

Joint work
- APFCN publication on best practices of (forestry) communication
- Joint communications work
- Advocacy
- Publications

Distribution
- Wider reach for communication, using one another’s networks

2. Topics for discussion:

Communication related discussion
- Social media in a development context
- Effective policy socialisation to grassroots stakeholders
- Best practices on a specific communication topic
- Advocacy tools
- Media relations work
- Participatory communication
- Policy brief writing
- Stakeholder management
- Regional collaboration on a communication initiative

Technical discussion
- Sustainable forest management collaboration with local government offices
- Sustainable development and sustainable forest use
- REDD+ and FLEGT
- Climate change adaption
- Adaptation and mitigation
- Payment for Ecosystem Services
- Conservation
- Sustainable livelihoods

Discussion with a community focus
- Sustainable forest management on a community centred approach
- Improving knowledge and skills of local peoples’ rights
- Effective policy socialisation to grassroots stakeholders
- Community based eco-tourism

Other
- Kids and forests

3. How to keep in touch: Tools, content and frequency

<table>
<thead>
<tr>
<th>Tool</th>
<th>Content</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social media (2)</td>
<td>Key information, events, activities, photos, training opportunities, links, job opportunities, communication work, products, announcements, sharing of challenges, learning lessons from one another and wedding celebrations</td>
<td>Weekly</td>
</tr>
<tr>
<td>Google Groups (2)</td>
<td>Newsletter, references and publications</td>
<td>When necessary</td>
</tr>
<tr>
<td>Skype (2)</td>
<td>Thematic call, updates and discussion</td>
<td>Quarterly, Once a month (2)</td>
</tr>
<tr>
<td>Face to face meetings (2)</td>
<td>Experience sharing, lessons learned, good practices and training</td>
<td>Once a year, Twice a year</td>
</tr>
<tr>
<td>(incl. study tours and visits)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Summary

Expectations for the network
The network members hope to use the network as a platform for joint learning and hope it provides training and capacity building opportunities, as well as an opportunity to learn from fellow members. They also want the network to serve as a platform for information sharing where information, activities and initiatives about forest at regional and national level are shared on a regular basis. They also see the network as a good tool for networking, both with forest communicators in the region, as well as other forest communicators networks in other regions. Expanding the existing network was one of the suggestions here as well. Other suggestions included a troubleshooting function where network members can ask each other for help on a specific issue, use the network to widen distribution options and to do joint work. One suggestion here was to set up a APFCN publication on best practices of (forestry) communication.

Topics for discussion
For the quarterly network discussion, the members’ suggestions focused on four areas. For the communication related discussion topics such as social media use in a development context, media relation work and effective ways to explain policy developments to grassroots level were suggested. For the technical discussion, sustainable forest management, development and livelihoods were all mentioned, as well as topics such as climate change related topics and payment for ecosystem services. Several suggested topics had a specific community focus. These included improving knowledge and skills of local peoples’ rights, sustainable forest management on a community centred approach and community based eco-tourism. One other topic that the groups brought up focused on kids and forests.

How to keep in touch
The groups who discussed this theme mainly focused on four different tools. They include social media (and Facebook specifically) for a host of content, but mainly focused on sharing information and learning from each other. The suggestion was to use this tool at least on a weekly basis. Google Groups was mentioned for sharing of newsletter, references and publications on an as needed basis. The groups suggested Skype for thematic calls, updates and discussions, either on a monthly or quarterly basis. Face to face meetings, including study tours and visits were mentioned to share experiences, learn lessons, good practices and receive training. The groups suggested to meet face to face once or twice a year.