



Draft National Forest Inventory Awareness Strategy

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The 3rd PNGFA National Workshop:
“Development of Methodologies for the first National Forest Inventory in Papua New Guinea”

Hotel Hodava, Port Moresby, 20-22 May 2014

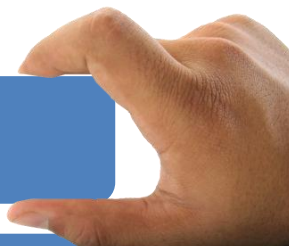
Outline

1 Objective and Outcome

2 Mandate

3 The Approach

4 Conclusion



Objectives

1

To present a draft awareness strategy as part of the PNG NFI Master Plan

2

Discuss the logical approach to conduct a successful NFI awareness

3

Discuss the role of Government of PNG to address the issue of NFI

4

Discuss the roles and responsibilities of each stakeholders at different level

5

To get feedback from the workshop participants to improve on the draft



Mandate



The National Forest Inventory Technical Working Group was established in March 2013, a resolution of the 2nd National Forest Inventory Workshop at PNGFRI, Lae., February 2013. In its 2nd TWG, members endorsed that Office of Climate Change and Development take lead with the support of the World Wildlife for Nature and Papua New Guinea Forestry Authority to draft a **NFI Awareness Strategy** and **report** back to the TWG.

The land is 97% customarily own

Approach

Gap Analysis

Gap Analysis

The drafting team thought that it is best to see what has already been done, three communication strategies were compared

Draft New NFI AS

Draft new NFI Awareness Strategy

It drafting team condenses the three strategies into one strategy – NFI Awareness Strategy

Edit of New AS draft

Edit of draft

Zero draft were shared amongst peer for review

Report to NFI TWG

Report to NFI TWG

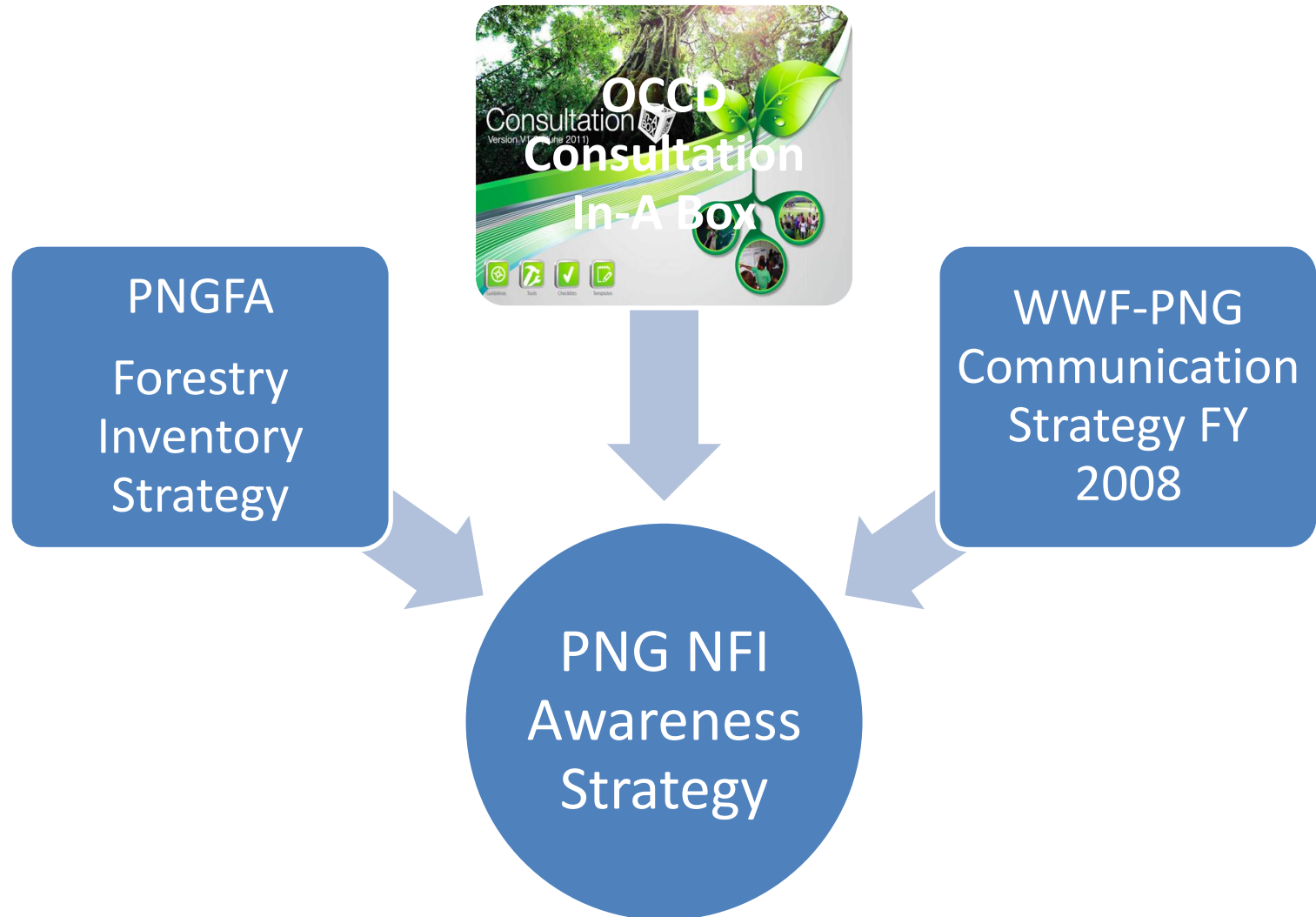
During the second meeting of the NFI-TWG a working draft was presented to TWG members

Report to NFI Workshop

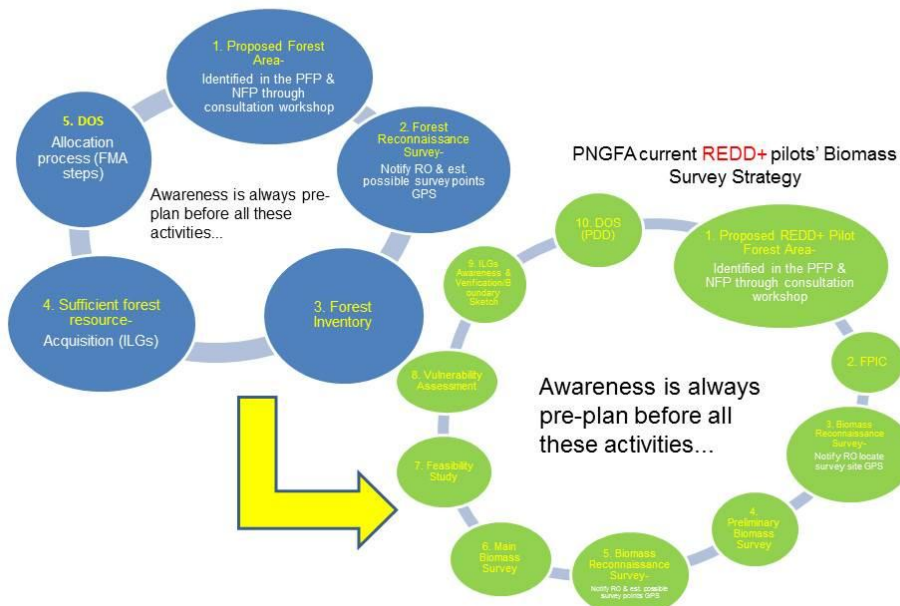
Report to NFI Workshop

After the team presentation to TWG, it was recommended for NFI 3rd workshop in May 2014

Gap Analysis



PNGFA traditional forest inventory Strategy



for a living planet®

WWF-Papua New Guinea Communications Strategy FY 2008



Consultation

Version V1.0 (June 2011)



Guidelines



Tools



Checklists



Templates



Criteria for a successful awareness event

- ☐ Few, but simple and clear messages
- ☐ Format and style tailored to audience, including usage of language
- ☐ Allowance for participants to participate actively and talking for at least half the time through interactive sessions
- ☐ Support and involvement by other government departments and agencies as well as development partners
- ☐ Participation of local facilitators from provincial government and local NGOs or CBOs
- ☐ Use of local pictures or videos during presentations
- ☐ Planning of consultation event starts at least 3-4 weeks before

The Awareness Strategy

It has four main components;



The Awareness Strategy

It has four main components;

1. Plan

The planning part forms the over NFI Master Plan and should ensure that strategically, the awareness is conducted successfully before the actual inventory team is dispatch into the field for data collection. The land tenure system in PNG ask for the full participation of the forest owners. This can be achieve through a process called the Free Prior Informed Consent (*currently develop by OCCD*).

The Plan will include the follow;

- 1 Team (Secretariat, awareness teams at all levels)
- 2 Scale (National, Provincial, Local Level Government, etc.. ?)
- 3 Medium type (Workshops, One-on-one, Television, Internet, Mobile, Print and Radio)
- 4 Style (leaflets, jingles, posters, banners, drama, episodes, etc)
- 5 Budget (How much?)
- 6 Schedule (when and for how long)

1a Provincial consultation date confirmation checklist

Send letter to
PA office

Call PA office
to confirm
interest

Check
DPLGA for
PCMC date
(monthly)

Check PA
office for
provincial
meeting¹ date

Fix tentative
date and
follow-up to
confirm

<Province 1>

<Province 2>

<Province 3>

<Province 4>

<Province 5>

<Province 6>

<Province 7>

<Province 8>

<Province 9>

<Province 10>

¹ Any form of major meeting or gathering that brings provincial leaders at LLG and District levels together

Overview of <PROVINCE> Awareness plan

TEMPLATE

Objective <i>What are the desired outcomes and issues to consult on?</i> <ul style="list-style-type: none"> ▪ ... ▪ ... 	Audience <i>Who are the different stakeholders that will be present at this particular event?</i> <i>What are their roles and what are they concerned about?</i> <ul style="list-style-type: none"> ▪ ... ▪ ... 	Type of activities <ul style="list-style-type: none"> <input type="checkbox"/> Workshop <input type="checkbox"/> Public discussion <input type="checkbox"/> Public screening <input type="checkbox"/> School visit <input type="checkbox"/> Radio <input type="checkbox"/> Video interview <input type="checkbox"/> Others: _____ 	
Budget (in PNG Kina) <ul style="list-style-type: none"> ▪ Flight <1000 x 4 ppl = 4000> ▪ Allowance <200 x 4 day x 4 ppl = 3200> ▪ Accommodation <150 x 4 day x 2 room = 1200> ▪ Venue hire <700 x 1 day = 700> ▪ Car hire <700 x 4 day = 2800> ▪ Fuel <150 x 4 day = 600> ▪ TOTAL <XX> 		Agenda <ul style="list-style-type: none"> ▪ Introduction <XX min> ▪ What is an NFI? <XX min> ▪ PNGFA <XX min> ▪ Stakeholders <XX min> ▪ Roles and Responsibilities <XX min> ▪ XY <XX min> ▪ XZ <XX min> ▪ LCG <XX min> ▪ AB <XX min> ▪ Q&A <XX min> ▪ TOTAL <X hour Y min> 	
Logistics/materials <ul style="list-style-type: none"> ▪ <Video camera> ▪ <Stationary> ▪ <Poster> ▪ <Movie> ▪ <Banner> ▪ ... ▪ ... 		Awareness team composition <ul style="list-style-type: none"> ▪ <XYZ> ▪ <ABC> ▪ <JKL> ▪ <XYZ> ▪ <ABC> ▪ <JKL> 	

The Awareness Strategy

It has four main components;

2. Preparation

Activities

- 2a Prepare run sheet to organize logistics, content and materials needed
- 2b Obtain quotations and apply for funding/ allowances
- 2c Tailor presentation and breakout modules to local context based on stakeholders and provincial priorities
- 2d Build on-the-ground awareness of consultation events and topics (radio and church announcements)
- 2e Select and prepare posters, videos and other collaterals
- 2f Finalize material packing list and pack materials
- 2g Secure and brief external facilitators/speakers
- 2h Brief and dry-run team members

Templates

- 2a Provincial Consultation Program Runsheet.xls
- 2b General Expenses Form.pdf
- 2b Requisition for Expenditure Form.pdf
- 2d Radio and Church Announcement Memo.doc
- 2f Material Packing List.xls
- 2g Facilitator Notes for Workshop Breakout Sessions.ppt
- 2h Workshop Checklist.xls

The Awareness Strategy

It has four main components;

3. Conducting

While on-the-ground each awareness team member must know his/her roles and responsibilities.

- Facilitators and speakers

- Audience

- Material to be use

- Setting up of the venue

The Awareness Strategy

It has four main components;

4. Evaluate and Reporting

The evaluation and reporting back by the awareness team must be completed within minimum two weeks after it as been done. The report will be useful to the inventory team in their preparation and implementation. The report should include the following;

- 1 Information Outreach Status
 - 1.1 Fully understood
 - 1.2 Partially understood
 - 1.3 Not understood
- 2 FPIC and Development Option Status
- 3 Other Social and Environment Safeguards issues
(Paternal and Maternal, PES?)
- 4 Location information
 - 4.1 GPS Reference
 - 4.2 People - population
 - 4.3 Weather
 - 4.4 Similar activities status and by whom?
- 5 Logistic information
 - 5.1 Best travel option
 - 5.2 Costing
 - 5.3 Local service provider contacts
 - 5.4 Local contacts

Costing

National Level

1 Television (EMTV & Kundu 2)

K8000 prime time jingle for two weeks

2 Internet (Website & Facebook)

K8000/month

3 Newspapers (Post Courier, The National & Sunday Chronicles)

Full page K6000/day

Half page K3000/day

Quarter page K1500/day

4 Radio (Public (Karai & provincial stations) & Commercial (FM100, Nau FM, Legend FM, Rait FM, Tribe FM, etc))

K? per hour for public radio

K? per hour for commercial radio

K600/per hour for provincial radio

Schedule

[illegible]

Conclusion

A good awareness plan and implementation will yield success will depend on many attributes;

Budget

Staff involve

Location

Targeted forest owners

Level of education

Level of language and communication medium use by the awareness team

The objective of NFI must be simple and easily delivered by the facilitators and understood by the targeted forest owners

Thank you

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