

**WORKING WITH LOCAL COMMUNITIES IN FOREST LANDSCAPES:
Using a participatory development communication approach**

RECOFTC, Bangkok, Thailand, 12-15 May 2015,

The **GOAL** of this learning event is to help you apply a participatory development communication approach in the context of working with local communities in forest landscapes.

WORKSHOP OBJECTIVES

- 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

LEARNING OBJECTIVES:

At the end of this workshop, participants should be able to:

A - Practitioners:

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

B - Other participants:

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

AGENDA

DAY 1 – May 12th

TIME	ACTIVITIES	CONTENT
8:00 - 8:30	Registration	
8:30 - 9:00	OPENING	
	<ul style="list-style-type: none"> • Word of welcome: <i>RECOFTC and FAO</i> • Introduction to the other regional networks <i>Maria DeCristofaro</i> • Introduction: to the Asia-Pacific Forestry Communication Network <i>Wiryu Khim</i> • Rationale and purpose of the learning event : <i>Caroline Liou</i> 	
9 :00-9 :45	<ul style="list-style-type: none"> • Presentation of participants and facilitators; participants needs and expectations • Introduction to the learning event • Introduction to Day 1 	<ul style="list-style-type: none"> • Getting to know each other • Overview : objectives; content; learning process; • Participants’ expected participation and code of conduct during the workshop (criteria for certificate)
9 :45- 10:30	MODULE 1 DEVELOPMENT CHALLENGES IN FORESTRY, AND DEVELOPMENT COMMUNICATION	
	<ul style="list-style-type: none"> • Introduction and group formation • Production of key informant interview questions and focus group ‘ subject guide 	<ul style="list-style-type: none"> • Two techniques frequently used in PDC
10 :30 - 11:00	HEALTH BREAK	
11 :00 –	<ul style="list-style-type: none"> • Focus group discussion and 	<ul style="list-style-type: none"> • Key challenges of development in

12:00	interviews	<p>the forestry context and what communication can or cannot do</p> <ul style="list-style-type: none"> Participant's experiences in working with local communities and using communication and participatory approaches in that context.
12:00- 12:30	<ul style="list-style-type: none"> Synthesis of results and poster preparation 	
12:30- 13:30	LUNCH BREAK	
13.30- 14.00	<ul style="list-style-type: none"> Presentation of results by participants 	
14 :00- 15:00	<p style="text-align: center;">MODULE 2 COMMUNICATION AND PARTICIPATION</p> <ul style="list-style-type: none"> An introduction to communication in development and to participatory development communication 	<ul style="list-style-type: none"> Different communication approaches in development Participatory development communication PDC planning: the communication strategy and plan
15 :00-15.30	<ul style="list-style-type: none"> Group discussion : Establishing relationships between development agents, researchers, extension agents, local communities, and local authorities 	<ul style="list-style-type: none"> Establishing a relationship with a local community
15:30 -16:00	HEALTH BREAK	
16:00-17:00	<ul style="list-style-type: none"> Presentation by participants Conclusions on how to establish a relationship with a local community Day's conclusions Evaluation Barometer 	
17 :15	<ul style="list-style-type: none"> Welcome dinner 	

DAY 2 – May 13th

TIME	ACTIVITIES	CONTENT
8:30 - 9:00	<ul style="list-style-type: none"> • Synthesis of Day 1 • Introduction to Day 2 • Call for communication strategy proposal and selection process 	
9:00 - 9:30	<p style="text-align: center;">MODULE 3 DEVELOPING A COMMUNICATION STRATEGY AND PLAN</p> <ul style="list-style-type: none"> • Developing the strategy (1) 	<ul style="list-style-type: none"> • <i>Clarify the interventions and carry out a situational analysis</i> • <i>Establishing a relationship with a local community</i> • 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
9.30-10.30	<ul style="list-style-type: none"> • Group discussion: tools and techniques utilized in participants' interventions 	
10 :30 - 11:00	HEALTH BREAK	
11 :00 - 12:30	<ul style="list-style-type: none"> • Individual work: Applying steps and choice of tools and techniques to participants' projects 	
12:30- 13:30	LUNCH BREAK	
13:30- 14:00	<ul style="list-style-type: none"> • Developing the strategy (2) • Formulating objectives and identifying activities 	<ul style="list-style-type: none"> • Formulating communication objectives • Identifying key messages and communication activities • Identifying feedback modalities
14.00-15:30	<ul style="list-style-type: none"> • Individual work: 	

	Formulating objectives and activities in the context of participants' projects	
15:30 -16:00	HEALTH BREAK	
16:00-17:00	<ul style="list-style-type: none">• Group discussion: participants' presentation of examples of analysis, objectives and activities.• Day's conclusions• Evaluation Barometer	

DAY 3 – May 14th

TIME	ACTIVITIES	CONTENT
8:30 - 9:00	<ul style="list-style-type: none"> • Synthesis of Day 2 • Introduction to Day 3 	
9:00 - 9:30	<ul style="list-style-type: none"> • Developing the strategy (3) 	<ul style="list-style-type: none"> • 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
9.30-10.30	<ul style="list-style-type: none"> • Group discussion: Questions and experiences 	
10 :30 - 11:00	HEALTH BREAK	
11 :00 - 11:30	<ul style="list-style-type: none"> • Developing a communication plan 	<ul style="list-style-type: none"> • Elements of a communication plan
11.30-12.30	<ul style="list-style-type: none"> • Individual work: Developing a communication plan in the context of participants' projects 	
12:30- 13:30	LUNCH BREAK	
13:30- 15:30	<p style="text-align: center;">MODULE 4 COMMUNICATION TOOLS AND PARTICIPATORY TECHNIQUES</p> <ul style="list-style-type: none"> • Group discussion : Experiences with communication tools and techniques • Examples from the field 	<ul style="list-style-type: none"> • Participants' experiences in using communication tools and participatory techniques • Tools and techniques • Working with local media
15:30 -16:00	HEALTH BREAK	

16:00-17:00	<ul style="list-style-type: none"> • Working with local media • Day's conclusions • Evaluation Barometer 	<ul style="list-style-type: none"> • Traditional media • Community media • Group media • Mass media
Evening	<ul style="list-style-type: none"> • Preparation of project presentations by participants 	

DAY 4 – May 15th

TIME	ACTIVITIES	CONTENT
8:30 - 9:00	<ul style="list-style-type: none"> • Synthesis of Day 3 • Introduction to Day 4 	
9:00 - 10:30	<p style="text-align: center;">MODULE 6 APPLYING THE KNOWLEDGE</p> <ul style="list-style-type: none"> • Presentation of participants’ strategies • Identification of follow-up modalities to finalize the strategies and implementation plan 	
10 :30 - 11:00	HEALTH BREAK	
11 :00 - 12:00	<ul style="list-style-type: none"> • Presentations (continued) 	
12:30- 13:30	LUNCH BREAK	
13:30- 14:30	<ul style="list-style-type: none"> • Group discussion on follow-up 	<ul style="list-style-type: none"> • Support needed for implementation • Identification of follow-up modalities to develop a communication strategy and plan with key stakeholders in each participant’s context • Identification of follow-up modalities to share experiences in the context of the Asia-Pacific Forest Communication Network • World Forestry Congress-regional ideas
14 :30-15 :30	<p style="text-align: center;">CLOSING</p> <ul style="list-style-type: none"> • Workshop Evaluation • Workshop participation certificates • Conclusion and closing <i>Wirya Khim and Caroline Liou</i> 	

