

Final report



Working with local communities in forest landscapes: Using a participatory development communication approach

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Introduction

Working with local communities in forest landscapes: Using a participatory development communication approach

Forestry Communicators workshop on strengthening strategic forestry communications planning for members of the Asia-Pacific Forest Communication Network (APFCN) and follow-up activities

Policymakers, governments and international organizations increasingly recognize the urgent need for the forestry sector to improve communication capacities and activities across countries and regions. There is a growing appetite for a more strategic approach to strengthen the ability of forest-related bodies to communicate effectively. The 24th session of the Asia-Pacific Forestry Commission held in China in 2011, recommended: *to establish a Forestry Communications Working Group, under the auspices of the Commission*. FAO responded to this recommendation by organizing a regional workshop, participated by 26 communication and forestry experts, on “Strengthening Forestry Communication in Asia and the Pacific”, 17-19 September 2013, in Hanoi, Vietnam. The workshop resulted in the establishment of the Asia-Pacific Forestry Communication Network (APFCN). The group has been working to identify potential network activities, including capacity development/trainings, experience sharing, and joint communications products.

RECOFTC in partnership with FAO-RAP aims at strengthening capacity of key forestry communicators (existing and new members of the APFCN) in developing and implementing effective communication strategies to promote sustainable forest management (SFM) in the region. A workshop on 12-15 May 2015 was convened in Bangkok 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. The workshop brought together participants including 13 men and 14 women, coming from Myanmar, Nepal, Vietnam, Lao PDR, Cambodia, Philippines, China, India, Indonesia and Thailand, and including participants from government forest departments (7), RECOFTC-HQ (2), IUCN (1), the European Forest Institute (1) and FAO (1). 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

Workshop process and methods

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.

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.

After the workshop, participants had a brain storming 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.

Key highlights of the workshop

The focus of participants regarding communication in their forestry development work were mostly related to disseminating complex information in a simple way, and establishing communication between different categories of stakeholders (local communities, private sector, NGO, etc.). Few used media and communication tools other than posters, leaflets and community meetings. In general, participants were not aware of two-way communication in contrast to disseminating information, and not aware of the role of communication to support community participation in development. The introduction of participatory development communication gave participants the opportunity to use a systematic way to support participatory development processes through two-way communication.

On the last day of the workshop, participants' presented the PDC strategies they drafted during the workshop. 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, and generally reflected the methodological steps presented in the workshop.

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 Gurrero
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

Outputs

Following the workshop, participants were invited to submit to RECOFTC –FAO a revised draft of their communication strategy in June. Nine revised strategies were submitted and reviewed by the workshop facilitator, Guy Bessette, and RECOFTC. During July, 6 PDC strategies (VN, Cambodia, Lao, Indonesia grassroots, two from PH) were invited to develop their strategies in the field with local communities and other stakeholders. If needed, some seed money (\$300-\$400) from RECOFTC has been made available to cover for field research expenses. In September, the following workshop participants have positively indicated that they will move forward on their strategies, with the understanding that draft case studies will be ready by Jan-Feb 2016, with potential to be shared at the Asia Pacific Forestry Week 2016:

- Cambodia Biodiversity conservation corridors
- Philippines In support to the Kids-to-forest program
- Indonesia RECOFTC Grassroots project

Other workshop participants have joined the APFCN as working group members (five new working group members) or individual members.

Conclusion and recommendations

The participatory development communication workshop was successfully conducted from 12-15 May 2015 in Bangkok, Thailand. Twenty-seven participants from Myanmar, Nepal, Vietnam, Lao PDR, Cambodia, Philippines, China, India, Indonesia and Thailand, participated in the workshop.

Participants expressed that the PDC approach was very useful for their work and would even change the way they would practice their development skills. 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.

In terms of APFCN members' needs and suggested activities for the network, members also provided their inputs into the future work of the network. Participants voiced that they 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 was to set up a APFCN publication on best practices of (forestry) communication.

RECOFTC will build upon these outcomes by supporting selected members to move forward on their PDC case studies and offer technical guidance on their case study development. In addition, RECOFTC is considering developing its own PDC manual in part based on this training and using the case studies to be developed.

RECOFTC is also an active representative in the APFCN network, and is actively recruiting new members and sharing information via the facebook and Google group platforms.

Annex 1 – Participants list

country	Name	Title	Organization	Email
Myanmar	1. Dr. Ei Ei Swe Hlaing	Staff Officer	Forest Research Institute Training and Research Development Division (TRDD) Nay Pyi Taw Myanmar	eiweiswehlaing@gmail.com Tel: + 95-67-405112 Email: trdd.fd@gmail.com
	2. Tint Yanadar Su*	Country Communication Officer	RECOFTC, MCP	thin.yadanarsu@recoftc.org
Vietnam	3. Mr. Nguyen Duc To Luu	Manager of Natural Resources Governance Department	PanNature	ndtluu@nature.org.vn
	4. Ms Pham Minh Thu	Officer	Forest Sector Support Partnership Coordination Office	thu.fssp@hn.vnn.vn
	5. Ms. Mac Thi Thanh Tuyen*	Project officer	RECOFTC VN country office	tuyen.mac@recoftc.org
Lao PDR	6. Ms Chinda Milayvong		Village Focus International	cmilayvong@villagefocus.org
	7. Mr Phonephanh Luangaphay	Technical Officer Village Forestry and NTFP Management Division Thaddam Circle	Department of Forestry	phanh_luangaphay@hotmail.com
	8. Phonsay Khammavong*	Project officer	RECOFTC Lao country office	phonsay.khammavong@recoftc.org
Cambodia	9. Mr. Pouk Bunthet	Chief office for Department of Research and Community Protected Area Development	General Department of Administration for the Nature Conservation and Protection, Ministry of environment	kethbunthet@yahoo.com
	10. Khun Bunnath	Deputy Team Leader, Forestry and Biodiversity	Specialist of the Biodiversity Conservation Corridors Cambodia/ ADB Project. The Project is in Cambodia	kbunnath@gmail.com
	11. Channy Chheng*	Country Communication Officer	RECOFTC, CCP	chheng.channy@recoftc.org
Thailand	12. Mr Bancha Rungrojjana	Director of Reserved Forest Management Center	RFD	dinpone@gmail.com
	13. Atcharaporn Daisai*	Country Communication Officer	RECOFTC, TCP	atcharaporn.daisai@recoftc.org

Nepal	14. Shovakar Sapkota	Chairperson	Federation of community forest users Nepal (FECOFUN)	sapkotashovakar@yahoo.com
	15. Mrs. Gayatri Karki	Assistant Forest Officer	Rastrapati Chure Terai Madhesh Conservation Development Board	gayatrikarki150@hotmail.com
Philippines	16. Janet Martires	IEC and Project Development Specialist	Yakap Kalikasan Tungo sa Kaunlaran ng Pilipinas, Inc.	wangits@yahoo.com
	17. Earl Paulo Diaz		NTFP-EP	earlpaulodiaz@gmail.com
China	18. Liu Wei*	Communications	APFNet	liu_wei@apfnet.cn
India	19. Muhammed Nahar		National Ecotourism Marketing Specialist, Sikkim Biodiversity Conservation and Forest Management Project, Forests, Environment and Wildlife Management Department, Government of Sikkim	nahari@gmail.com
Indonesia	20. Chaulan Fatrysa Shintamy	Communication specialist	SEG (Sustainable Environment Governance)	chaulan.fatrysa@kemitraan.or.id
	21. Yani Saloh	Independent consultant		yanisaloh@gmail.com
	22. Ms. Februanty Suyatiningsih*	Project officer	RECOFTC Indonesia office	febrauty.suyatiningsih@recoftc.org
Regional	23. Lea Gurrero*	Communcation Manager	IUCN	lea.guerrero@iucn.org
	24. Tom ter Horst*	Communications Officer	European Forest Institute	tom.terhorst@efi.int
RECOFTC	25. Detty Saluling*	Communcation Officer	RECOFTC HQ	detty.saluling@recoftc.org
	26. Evan Gershkovich*	Communication Asst	RECOFTC HQ	evan.gershkovich@recoftc.org
	27. Maria DeCristofaro*	Communication Officer	FAO HQ Rome	maria.decrisofaro@fao.org

*These 11 participants were supported through other funding sources.

Annex 2 : Agenda

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	<p style="text-align: center;">OPENING</p> <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>Wirya 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	<p style="text-align: center;">MODULE 1</p> <p style="text-align: center;">DEVELOPMENT CHALLENGES IN FORESTRY, AND DEVELOPMENT COMMUNICATION</p> <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 –12:00	<ul style="list-style-type: none"> • Focus group discussion and interviews 	<ul style="list-style-type: none"> • Key challenges of development in the forestry context and what communication can or cannot do • 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	MODULE 2 COMMUNICATION AND PARTICIPATION	
	<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</p> <p style="text-align: center;">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> • <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</i> • <i>Identifying the key stakeholders concerned by the identified problem and initiative and learning from them</i> • <i>Identifying the other stakeholders concerned by the identified problem and initiative</i>
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	

TIME	ACTIVITIES	CONTENT
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 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> 	



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