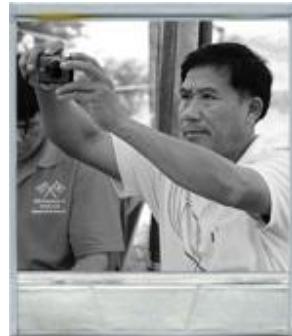


COMMUNICATION STRATEGY AND IMPLEMENTATION PLAN



ABP: Agro-biodiversity Project

Mainstreaming Biodiversity in Lao PDR's Agricultural
and Land Management Policies, Plans and Programmes

February 2015

1. INTRODUCTION

The loss of agro-biodiversity at global level is a key challenge and linked to significantly reduced use of the genetic variety of plant, animal and other species over the last decades. Lao PDR is known for its rich (agro) biodiversity, although declining due to logging and increasing commercialization of the broader agroforestry sector¹. In the upland areas, however, farmers are making good use of a wide range of species to support their livelihood, albeit the importance of biodiversity and its supporting ecosystems (ecosystem services²) is still not well documented. In other words the knowledge and awareness of the importance of agro-biodiversity in Lao PDR is limited.

The Agro-biodiversity Project (ABP 2011-16) operates both at central level with Ministry of Agriculture and Forestry as the key-implementing partner and at local level in Phonexay (PX) District in Luang Prabang Province and in Phoukhout (PK) District in Xieng Khouang Province. ABP has a strong focus on conservation and sustainable use of biodiversity resources in agro-ecosystems for the attainment of food security and sustainable economic development and adaptation to climate change impacts.

Communicating project's results play an important role in the achievement of the project objective, namely to provide farmers with the necessary incentives, capacities and supporting framework for the conservation of agro-biodiversity. Several pilot interventions are being implemented with local communities and government agencies and contain pilot support to conservation and sustainable use of regionally important species and systems. Capacity development of the farming communities and government officers is also an important element and mainly done through on-the-job training.

Information and awareness on key concepts and successful interventions needs to be carefully targeted to the broader farming community as well as to the local, central and international stakeholders. Thus, important agro-biodiversity messages and results need to timely communicated with appropriate materials and prepared in a systematic way.

¹ Broader agro-forestry sector includes fisheries and horticulture.

² Ecosystem services include nutrient recycling, primary production and soil formation, food supply, flood regulation, and water purification. Further, the services provide wild plants, animals, mushrooms, raw materials, minerals, and energy as well as cultural and recreational/ecotourism values. The services are interconnected and need holistic regulations including carbon sequestration, land use, disease control, etc.

2. OBJECTIVES

- To timely communicate important agro-biodiversity of Lao PDR and key interventions of ABP
- To make key agro-biodiversity information easy available for a wide range of stakeholders

3. METHODOLOGY

All communication and awareness materials will entail clear messages and considerations including careful consideration on best materials, be systematically prepared and produced in a step-by-step approach, be carefully monitored and approved to ensure quality. When UNDP and FAO Logo's are added on the material formal approvals are needed.

Overarching key messages: To ensure coherent messages, the overarching agro-biodiversity messages should be incorporated in the project's communication materials. Overarching messages include key elements of agro-biodiversity significance to Lao farmers, its current threats and the means of conservation and sustainable use. These are:

1 Agro-biodiversity is an important source of food and nutrition, supports the local ecosystem and generates income for farmers.

2 Agro- biodiversity is threatened because of changing agricultural practices, land use changes and over-exploitation.

3 Agro-biodiversity can be conserved and used sustainably through building capacities for communities to adopt agro-biodiversity friendly practices and technologies and through appropriate institutional support.

Specific messages: Specific messages will be tailored according to ABP's intervention area and should be tested to ensure effectiveness.

Consistent layout - Project identity: Policy and technical briefs, factsheets and selected publications should follow a consistent layout and design. Promotional videos should keep a

consistent format in order to nurture the project's identity and make it easily recognizable to target audiences.

Systematic steps - Printed materials: All printed materials should be prepared and produced following professional standards to ensure quality and optimal impact. In this way, a minimum of steps is required:

- a) Developing outlines and messages based on background research and technical inputs from partners.
- b) Ensuring quality layout, photos and illustrations.
- c) Identifying dissemination channels that best accommodate access and needs of target audiences.
- d) Pretesting (brochures, leaflets, etc.) to focus groups (e.g. extension workers, farmers and community leaders) to ensure appropriate and effective messages and content.

Video productions: All videos should follow professional standards and procedures including:

- a) Following production according to communication objectives
- b) Identification of key messages
- c) Development of outline and storyboard assisted by FAO and implementing partners

Approval of material: Before printing the technical content must be cleared by relevant partners including FAO and by UNDP. These formal approvals should have short deadlines, to avoid delays.

Dissemination of and launching materials: The most cost effective way of dissemination should be pursued using various means including printing and posting on various web platforms. Dissemination channels and the necessary arrangements to facilitate delivery should be identified before preparing the material. Where appropriate an launching events will be organized.

4. KEY TARGET AUDIENCE AND COMMUNICATION OBJECTIVES AND MEANS

The target audience is divided into three main groups i.e. 1) Decision makers, government agencies, development partners and the public 2) Provincial and district level technical staff and 3) farmers and schools. The communication objective and means of the three groups are described below.

Group 1: Decision makers, government agencies, development partners and the public

Communication objectives	Communication means
Ensure periodic information about project development, key achievements and awareness about key agro-biodiversity issues.	<ul style="list-style-type: none">• <i>Project Briefs/Factsheets:</i> Background, key interventions and key achievements.• <i>Periodic progress reports</i>• <i>Traditional media:</i> Draft of success stories and press releases on key events and achievements.• <i>Video spots:</i> Project activities, key outcomes and beneficiaries' experiences.

Group 2: Provincial and District Technical staff

Communication objectives	Communication means
Provide extension workers and other technical officers others with information materials about key issues related to agro-biodiversity.	<ul style="list-style-type: none"> • <i>Technical reports and briefs.</i> • <i>Info materials:</i> Materials in various formats, conveying key concepts on Agro-biodiversity and relevant messages to target audiences. <ul style="list-style-type: none"> - Print materials (guides, flyers, brochures, posters) - Short videos and capacity building videos)

Group 3: Farmers and schools

Communication objectives	Communication means
<ul style="list-style-type: none"> • Increase awareness of beneficiaries about key issues related to agro-biodiversity conservation and sustainable use, using multiple media and developing appealing messages based on the intervention's objectives and beneficiaries' interests. 	<ul style="list-style-type: none"> • Informational materials in various formats, conveying key concepts on Agro-biodiversity and relevant messages to target audiences. <ul style="list-style-type: none"> - Print materials (flyers, brochures, posters) - Testimonial videos

Detailed ABP Communication Implementation Plan

1. General communication and awareness on (agro) biodiversity				2015												2016						Responsible						
ABP Intervention	Outcomes	Communication products	Key Specific tasks	Dec	2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		
1.1 Project information folder	1.1.1 Increased awareness of key project activities.	Project Folder - brochure in Lao and English	Prepare content, design and ensure translation	Dec	2015																						FAO and ABP	
			Disseminate at special events		Jan	feb	mar	apr	may	Jun	Jul	Aug	Sep	Oct	Nov	Dec										ABP, FAO & UNDP		
			Make available information in FAO, UNDP website, etc																								ABP, FAO & UNDP	
		Updated version of project folder - brochure in Lao and English	Prepare updated version and make accessible online																								FAO and ABP	
			Prepare Lao Translation & make available on websites, etc																								ABP, FAO & UNDP	
1.2 Environmental related poster	1.1.2 General public better understanding and awareness of environmental issues related to ARD sector.	5,000 poster copies in Lao	Earmark and send packages to officers at national, provincial, district and village level	Dec	2015	Jan	feb	mar	apr	may	Jun	Jul	Aug	Sep	Oct	Nov	Dec										ABP	
			Earmark and send to DP, CSO, and INGOs																								ABP	
			Earmark and send to targeted villagers																								ABP	
			Disseminate at special events																								ABP, FAO & UNDP	
1.3 MAF Law handbook	1.3.1 Lao Stakeholders with better knowledge of the 7 laws if MAF.	1,000 copies	Earmark and send package to national provincial and district authorities																								ABP	
			Earmark and send package to DP, CSO, and INGOs																								ABP	
			Earmark and sent to targeted villagers																								ABP	
			Organize dissemination at special events																								ABP, FAO & UNDP	
1.4 Ethno-botanical demo plots at Pha Tad Ke Botanic Garden, Luang Prabang	1.4.1 Children and general public increased knowledge and awareness of ethno-botany.	Flyer for Kids (Lao and Eng)	Prepare content, design and translation	Dec	2015	Jan	feb	mar	apr	may	Jun	Jul	Aug	Sep	Oct	Nov	Dec										PTK/FAO	
			Disseminate at special events and visits & put on																								PTK	
		Flyer for general public (LAO and ENG)	Prepare content, design and translation																								PTK	
			Disseminate to visitors & put on websites																								PTK	
		Launching event	Event organization. Open invitation to provincial representatives																								PTK	
		Press Release	Draft, translate and circulate press release of launch event to the media																								ABP/FAO/PTK	
2. Policy and strategy support communication and awareness activities				Dec	2015	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep		
2.1 ABD Sub-sector working group	2.1.1 Technical information and policy recommendations from roundtable discussions available to group stakeholders.	Minutes	Assist in ensuring concise minutes																									ABP & TABI
		Policy Brief in Lao and English	Assist in making policy briefs available in sWRG website																									MAF, FAO, ABP, TABI, UNDP
		Press Release	Draft, translate and circulate press release of key recommendations to the media																									FAO, SDC, TABI, ABP
2.2 National Agro-biodiversity Programme (NABP II)	2.2.1 Key contents of NABP II available to stakeholders.	Technical brief (Lao & Eng)	Technical Brief for web sites and others																									FAO, NAFRI, ABP
		Factsheet/Brief in English and Lao	Prepare content, design and translation																									FAO, NAFRI, ABP
		Disseminate to visitors & websites	Disseminate to visitors & websites																									FAO, NAFRI, ABP, UNDP
		Press Conference	Event organization and draft, translation and media circulation																									FAO, ABP
2.3 Provincial Strategy and Action Plan	2.3.1 Key content of PBSAP available to stakeholders.	Brief of PBSAP Document in English and Lao	Prepare content, design and translation	Dec	2015																							FAO, ABP
			Make brief available online																									FAO, ABP, MAF, MoNRE

(PBSAP) Xieng Khouang Province	2.3.3 Progress of implementation of PBSAP available to stakeholders.	Progress Report	Submit progress report to SC, sWRG ABD & CBD focal point	Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep	2015	2016	ABP, FAO
2.4 PBSAP Luang Prabang	2.4.1 Raised awareness and key contents available to stakeholders.	Brief of PBSAP document in English and Lao	Prepare content, design and translation				FAO, IUCN, ABP
			Make brief available online				FAO, ABP, MAF, MoNRE
	2.4.2 Launching event and press release	Organize launching event.	Draft, translation and media circulation of press release				FAO, ABP
			Submit progress report to SC, sWRG ABD & CBD focal point				FAO, ABP
	2.4.3 Progress of implementation of PBSAP available to stakeholders.	Progress Report					ABP, FAO
3. Communication and awareness of agro-biodiversity pilot field activities				Dec Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep	2015	2016	Responsible
3.1 FFS/IPM Vegetables & Biodiversity	3.1.1 Improved technical knowledge of IPM/FFS cum ABD available for extension workers, trainers and farmers.	Technical briefs (Lao & Eng)	Prepare content, design and translation of 2-page factsheet on project				FAO, ABP
			Make brief available online				FAO, ABP
		Short video on key ABD issues	Identify key ABD issues, make story board				FAO, ABP
			Prepare interview farmers and project representatives				FAO, ABP
			On site footage				FAO, ABP
	3.1.2 ABD cum IPM/FFS concepts available to schools.	Vegetables agrobiodiversity learning materials for two age-groups in local schools	Edit and finalize				FAO, DoE, ABP
			Ensure dissemination				FAO, DoE, ABP
			Define content and layout				FAO, DoE, ABP
			conduct focus groups for message design				FAO, DoE, ABP
3.2.1 Improved technical knowledge of IPM/FFS cum ABD of extension workers, trainers and farmers	3.1.3 Key achievements of FFS/IPM ABD made available to government and development partners.	Brochure on key IPM and ABD concepts, lessons learned and farmers testimonies.	Pre-test messages and brochure layout,				FAO, ABP
			Ensure dissemination				FAO, ABP
		Factsheet in Lao and English	Define outline and key message				FAO, ABP
			Conduct focus groups for message design,				FAO, ABP
		Video success story	Pre-test messages and layout.				FAO, ABP
			Ensure dissemination				FAO, ABP
		Technical Brief in Lao and English	Prepare 2-page factsheet with information IPM/ABP/FFS key concept, outcomes, achievements, photos, graphics and testimonies				FAO, ABP
			Ensure dissemination				FAO, ABP
		Short video on ABD key issues	Produce a promotional video spot reflecting on objectives, training results, and farmers' testimonies.				FAO, ABP
			Ensure online access				FAO, ABP

3.4 Medicinal and Food Plants in Dong-long Dong South Forest	farmers		Ensure dissemination					FAO, ITM, ABP, UNDP
	3.4.3 Raised awareness of general public and local government authorities about Medicinal plants in demo-garden	Launching event	Prepare opening & press release for local newspapers (Lao)					DOH, ITM, FAO, ABP
			Prepare small folder for DoH for public (Lao)					
	3.4.4 Awareness on conservation of regional important biodiversity & options for domestication communicated to farmers and key decision-makers.	Testimonial video for farmers	Identify key ABD issues, make story board					
			Prepare interview farmers and project representatives,					
			On site footage					
			Edit and finalize					
			Ensure dissemination					
			Identify key conservation and domestication issues, make story board					
			Prepare interview farmers and project representatives,					
			On site footage					
			Edit and finalize					
			Ensure dissemination					
3.5 Oyster Mushroom domestication	3.5.1 Importance of oyster mushroom domestication and marketing communicated to government and development partners.	Brief on key concept results so far	Prepare content, design and translation of 2-page factsheet on project					FAO, ABP, PPC, UNDP
			Ensure dissemination					
		Success story	Prepare article about ABD, organic farming and market development, including photos, graphics and testimonies from beneficiaries.					FAO, ABP, PPC, TSC
			Identify key activities and events					
		Capacity building video on mushroom production process (Lao)	Prepare interviews with farmers					
			On-site footage					
			Edit and finalize					
			Ensure dissemination					
	3.5.2 Knowledge of domestication of wild mushrooms (utilizing available genetic material) available for extension workers and farmers	Short video on concept & achievements (Eng & Lao)	Prepare content , outline reflecting on learned concepts and achievements.					FAO, ABP, PPC,
			Prepare interviews with farmers					
3.6 Biodiversity Sustainable Management	3.6.1 Importance of biodiversity sustainable management for wild mushrooms	Guide on key steps for domestication	On-site footage					FAO, PPC, ABP
			Edit and finalize					
			Ensure dissemination					
		Brief in Lao and English	Prepare lessons learned/(don't(s) and do(s) for extension workers and farmers					
			Prepare interviews with farmers					
		3.6.2 Awareness on conservation of regional important biodiversity & options for domestication communicated to farmers and key decision-makers.	On-site footage					
			Edit and finalize					
			Ensure dissemination					
		3.6.3 Awareness of general public and local government authorities about Medicinal plants in demo-garden	Identify key ABD issues, make story board					FAO, ABP, UNDP
			Prepare interview farmers and project representatives,					

