



Mama Misitu

Communications and Advocacy Campaign

Report on the Pilot Phase

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EXECUTIVE SUMMARY

Mama Misitu Campaign is implemented and managed in partnership with 18 civil society organizations that have over 190 years of experience in the conservation and policy advocacy, which forms the Tanzania Forest working Group (TFWG). The aim of the campaign is to advocate and communicate the need for improved forest governance in the country in particular in the southern and eastern and coastal forests of Tanzania by ensuring that there is law compliance in the forest management. The campaign seeks to see that the forest adjacent communities are benefiting from the forest resources and flow of income from the forest resources to local and nation has increased through legal procedures to support poverty reductions as per MKUKUTA.

By the end of the pilot phase, the campaign was operating in 32 villages with an average number of people contacted in the villages reaching over 25,000. In Rufiji district campaign activities were conducted in sixteen (Nyamwage, Utunge, Tawi, Nambunju, Mbwara, Ngulakula, Muyuyu, Umwe North, Umwe South, Mkupuka, Mhoru, Kiwanga, Chumbi A, Chumbi B, Chumbi C and Nyaminywili) villages out of 98 in the district. In Kilwa campaign activities were conducted in sixteen (Mandawa, Mavuji, Miteja, Kisangi, Ruhatwe, Kikole, Migeregere, Nainokwe, Liwiti, Kiranjeranje, Somanga ndundu, Somanga Simu, Kinjumbi, Mtyelambuko, Njia nne and Mtoni) villages with a total of 96 in the district. Campaign activities in these villages went further to the sub villages in the respective villages as it was demanded by the villagers during the Knowledge and Attitude and Practice study in the two districts. The campaign worked with various key government institutions; at national level the campaign collaborated very successfully with Ministry of Natural Resources and Tourism through the Forest and Beekeeping Division, while at the local level the campaign worked successfully with the respective District Councils as well as the village governments. Media people were engaged in the campaign to report on the contents of TRAFFIC report and Mama Misitu Campaign strategies.

The Forestry and Beekeeping Division and the District Authorities have recognised the contribution of the Mama Misitu within a short period of implementation during the pilot phase. It was revealed during District Council Management Team meeting in Kilwa and Rufiji that there has been increased awareness of the local citizens on forest crimes hence the information on illegal logging from the villages has increased at the district forest offices. The number of illegal incidences reported by villages has increased. Some citizens have been demanding for PFM process to start in their villages (Mtyelambuko and Utunge). There is also a high and increasing demand for Mama Misitu campaign to spread to other regions in the country such as Rukwa region (to Kisanga forest area), Kigoma region, etc. This was revealed during and after the TV spots whereby people made phone calls demanding the campaign to reach their respective areas in the country.

This annual report describes achievements made and challenges met during the one-year pilot phase. During this pilot phase there has been remarkable achievements as indicated in the campaign's review report, for example: the campaign has successfully build trust among stakeholders both at national and local levels and the level of forest crime awareness to the communities has increased through provision of information packs in different forms such as posters, radio play, drama performances, villages meetings and workshops as well as through the messages contained on the promotional materials and interactive video shows in the villages.

1 INTRODUCTION

'Mama Mimitu' is a communications and advocacy campaign aiming to increase awareness about improving governance and forest management in order to stop the loss of Tanzania's forest resources together with the economic opportunities they provide for the nation. The initiative was developed by the Tanzania Forestry Working Group (TFWG) in response to a well received landmark report on '**Forestry, Governance and National Development: Lessons Learned from a Logging Boom in Southern Tanzania**', released in July 2007. Mama Mimitu was launched in April 2008 and is being implemented as a one year pilot. The pilot period was viewed as a necessary preliminary step to developing a main implementation phase. This report gives a recap of the activities and progress of Mama Mimitu during the pilot phase.

The report documents key performances of 'Mama Mimitu' to date, challenges that have been faced and highlights some of the main lessons learned during implementation.

2 DEVELOPMENT OF MAMA MIMITU

2.1 Brief Background of the Mama Mimitu Campaign – Pilot Phase Roll-out

After a successful launch in April 2008, the Government of Finland signed an agreement with Tanzania Natural Resources Forum (TNRF) worth €440,576 to support the pilot implementation phase of the 'Mama Mimitu' campaign. This campaign is an alliance of seventeen leading civil society organisations working in Tanzania that have agreed to tackle corruption and mismanagement in Tanzania's forestry sector¹. The strength of this partnership reflects the importance with which this issue is perceived by many people in the country. The aim of the campaign is to improve forest governance in Tanzania. The Mama Mimitu Campaign started with a one year pilot phase that aimed to provide communities, government officers and the private sector with information about how forests are supposed to be managed according to Tanzanian and international policies and laws. The campaign focuses on issues relating to sustainable timber harvest and village involvement in forest management

2.2 The Design and Development of Mama Mimitu

The proposed advocacy and awareness-raising campaign promotes better awareness amongst key forest stakeholders and the general public, of the ecological and economic significance of fundamental forest governance and management issues. Not least, people are encouraged to address the challenges that contribute to the continued haemorrhage of the nation's indigenous timber resources and the loss of large amounts of Tanzania's natural wealth. The Campaign's activities are designed to complement other initiatives underway – such as Independent Forest Monitoring.

¹ The Mama Mimitu Campaign organization members are Femina HIP, Policy Forum, Wildlife Conservation Society of Tanzania, WWF, Mpingo Conservation Project, MJUMITA, Farm Africa, IUCN, TNRF, JET, Africare, TAF, LEAT, Wildlife Conservation Society, CARE International and TFCG

2.3 Campaign Objectives and Issue Groups

The TFWG, one of the four working groups facilitated by TNRF, developed an advocacy and communications campaign proposal that effectively addresses key governance and forest management issues. The objectives of the campaign are:

1. Forest-adjacent communities become aware of the economic value of forest resources and begin to demand and receive benefits arising from sustainable forest management.
2. Key forest governance issues are recognised and addressed through increased stakeholder awareness and the adoption of appropriate stakeholder actions focused on stopping the illegal timber trade and promoting best practices in forest management.

Six 'Issue Groups' were identified by the TFWG through a careful analysis and debate of the recommendations and action points raised by the TRAFFIC Report. The issue groups are as follows:

1. Increasing stakeholder awareness about the economic value of forests and the need for improved forest governance;
2. Challenging corruption and encouraging improvement of moral values;
3. Improving stakeholder understanding of forest harvest compliance supported by increased availability of information;
4. Increasing local awareness about law compliance and improved prosecution of forest crime;
5. Emphasizing the need to strengthen PFM and improve the speed of its roll-out;
6. Improving stakeholder awareness about the need to increase timber export standards.

The issue groups were then used to phrase the Campaign's outcomes. The campaign was designed to use the most appropriate media for each target audience. Each set of 'Media Type and Activities' was designed to include fail-safe mechanisms, i.e. each communications message was to be projected in more than one way. For example, if an organisation missed a seminar, they would still receive the key messages through another means, perhaps via radio or printed media.

2.4 Communications Strategy

The TFWG consulted other civil society organisations, realising that these had already developed a substantial amount of experience in communications and campaign development and management. A key challenge was to develop a communications campaign that could effectively operate simultaneously at **national** and **local** (district - village) levels, linking and addressing all six issues together. It was realised that national level communications – such as radio, TV and print media – alone would not be sufficient for effective awareness raising and achieving the desired changes in people's knowledge, attitudes and practices. Instead these 'national level' communication forms needed to be supplemented by targeted activities at District and Village level. The campaign should work closely with rural people who depended on forest resources for their livelihoods and who frequently encountered governance and forest management issues in their daily lives. This was to be the 'human touch' considered essential for reaching out and engaging the support and voice of rural people across the coastal regions of Tanzania.

2.5 Campaign Identity

A campaign identity was developed early in the program by members of the Tanzania Forest Working Group through the creation of 'Mama Misitū'. Mama Misitū symbolises the bearer and protector of life and is a reminder to people of their inter-generational responsibilities. The campaign motto, **Tumerithi tuwarithishe** (we inherit so that we bestow) was developed, to appeal to deep cultural and social values about inheritance and inter-generational relations.

2.6 Implementation Approach

From the outset it was realised that the campaign needed to be a collaborative initiative. A key design aspect of the campaign was that it needed to be **participatory, replicable** and **scalable**, so that the campaign could be implemented by any number of partners at local level across the country. In this regard, a 'District Cycle' methodology was developed as a guideline for implementing field partners to adaptively follow at local level. Briefly the District Cycle commenced with a wider baseline '**Knowledge, attitudes and practices (KAP) Survey**' carried out by a field research team and this led to development of a District Profile in order to understand the key forest management and governance issues in the district. Training and planning workshop for implementation partners within the District (District staff, local NGOs and CSOs) on the key issues to be covered by 'Mama Misitū' followed. Thereafter a presentation of the 'Mama Misitū' campaign as developed for the District in consultation with local stakeholders was made to the District Management Team for their inputs and information. In addition, key issues from the District Profile Report were presented for discussion and finally a presentation of key issues from the District Profile Report, together with targeted information points and details of the Mama Misitū Campaign was presented to a full council meeting of the Districts.

3 CAMPAIGN ACHIEVEMENTS TO DATE

This section summarises the results reached after the pilot phase of Mama Misitū. Details are available in the quarterly reports. The achievements include;

- Established strong relations with its partners at the community, district and national levels
- Engaged a diverse number of forest user stakeholders, such as private sector (Saw millers), villagers, timber business people (timber dealer associations),
- Been well received in all areas. For example, district authorities in Rufiji requested MM to conduct a series of ward and district level workshops on forest governance,
- Become reasonably well understood by those that have been directly involved and targeted thus far that the campaign is about stopping illegal and unsustainable forest use, and improving the flow of benefits to the nation and communities at large. For example in Nyamwage village the confiscated timber and round logs from the village land forest reserves were sold by using their bye-laws and the funds were deposited in the village account,
- Obtained support from key officers of the Forest and Beekeeping Division, and has built constructive working relations with them. MM had a direct access with the Director of Forestry and Beekeeping and other senior officials therefore it was easier to report on illegal actions and due follow up was done immediately,
- Developed a good basis for scaling up upon which to build its momentum and effectiveness during the implementation phase.

3.1 Achievements per Outcome

Despite having some delays which were encountered during the pilot implementation phase especially in funding there were remarkable achievements made. The Mama Misitu Campaign's outcomes with reports on related activities are provided below:

Outcome 1: Increased stakeholder awareness about the economic value of forests and the need for improved forest governance

Indicators:

- Key national stakeholders are aware of the contents of the TRAFFIC report.
- Forest governance is on the agenda of GoT & the donor community.

Officials at the Ministry of Natural Resources and Tourism have been well informed of the TRAFFIC contents through various events which were organised by the campaign. During launching ceremony of the Mama Misitu Campaign the TRAFFIC report was presented. The launching ceremony was well covered in the media; main areas topics covered included the TRAFFIC report contents and the campaign strategies to respond to the TRAFFIC report recommendations.

The Campaign conducted interviews with national political leaders to address issues of forest governance. Exclusive interviews were conducted with the Director of Forestry and Beekeeping in regard to forest governance issues in the country. Other key partners of the Mama Misitu such as TFCG were interviewed on television to disseminate the contents of TRAFFIC report and Mama Misitu campaign. The Forestry and Beekeeping Sector Approach Steering Committee made the presentation of MM progress report a permanent agenda in their meeting. The result of these activities is that:

Forest governance is on the agenda of GoT & the donor community. E.g. more development partners are interested to fund the forestry governance component and are now looking at ways to streamline into their programs. The government has restructured many of its systems and have taken due action on illegal logging incidents.

At the regional levels, the TRAFFIC report contents were disseminated through inception meetings conducted at regional administration secretariats in the two piloting regions of Lindi and Coast and at the district levels, the TRAFFIC report was disseminated through governance workshops and face to face discussion with the District leaders. The workshops involved high profile people in the District, such as the District Commissioners (DC) and District Executive Directors (DED) and people from FBD as well as the heads of the departments; other government institutions also attended the inception meetings such as the police. Civil society organizations, village leaders, and representatives of village natural resources committee members, representatives of timber industries and timber business people also attended the workshops.

As a result of the implementation of the project activities the following impacts have been observed:

- Key national stakeholders are aware of the contents of the TRAFFIC report.
- Law enforcement agencies have access to, and understand, the regulations governing the forestry sector and their role within the sector.
- There has been considerable media coverage of forest governance

Outcome 2: Corruption challenged and improvement of moral values encouraged;

Indicators:

- Clear public statements from top government leaders made & publicised.

During piloting phase, information on illegal logging practices from the villagers was voluntarily reported to PIU and to FBD. Most of the reports were received during and after TV sports airing. The information was vertically communicated to the government through the Director of Forestry and Beekeeping in the Ministry of Natural Resources and Tourism. More than 1000 round logs and 2000 pieces of timber were reported and confiscated by the FBD. The DC for Rufiji has been also receiving information on illegal forestry practices from the villagers which he think is a positive indicator towards gaining popular movement on combating illegal logging in the coast forests areas.

Outcome 3: Improved stakeholder understanding of forest harvest compliance supported by increased availability of information.

Indicators:

- Forest adjacent communities have access to documentation explaining licensing procedures & follow steps on 'what to do when correct procedures not followed'.
- Increased number of illegal activities reported to the relevant authority.
- MNRT (FBD) staff members fulfil their professional roles re. licensing.
- National guidelines for harvesting timber products are streamlined, well publicised & better followed.

In order for forest adjacent communities to have access to documentation explaining licensing procedures, various strategies and activities were undertaken.

16,000 posters on forest crimes, timber trade procedures (licensing procedures) and roles of stakeholders in the timber trade, and PFM benefits leaflets were produced and disseminated to the villages in the two districts. The aim was to provide relevant information to communities to support them to understand the forest harvesting compliance and timber trade procedures.

Among the achievements made include the following:

1. During the pilot phase villagers have been giving information on forest crimes from the two districts. This was admitted by the district Commissioner for Rufiji who said that people are now volunteering to make phone calls to him on the illegal activities. The challenge is enforcement of the compliance of the district harvesting plan.
2. There have been an increased number of illegal activities reported to the relevant authority.
3. Four villagers were recruited to support Mama Misitu Campaign in Kilwa and Rufiji district at village levels. The community resources persons created a link between the communities and the campaign. One the key role played by the Community resource Persons was coordination, collection, managing and reporting of the information on illegal activities that resulted into confiscation of illegal forest products in the two districts.
4. Illegal ports were mapped and monitored by the Community resource persons to identify and report on the illegal forest produce if they were to be transported. Apart from providing illegal information, the community resource persons were also used to

co-ordinate Mama Misitu campaign activities such as drama and also linkage with the local areas networks (MJUMITA).

5. There is more responsibility for MNRT (FBD) staff fulfilling their professional roles regarding licensing.
6. National guidelines for harvesting timber products are streamlined, well publicised & better followed.
7. The Forest and Beekeeping division has produced a guideline for timber harvesting procedures. The guideline is in both English and Kiswahili. However, the dissemination of the guideline to district and village levels has been very weak, few copies have been circulated to the stakeholders in the areas where harvesting is taking place. Mama Misitu during the pilot phase has supported dissemination of the guideline in Kilwa and Rufiji up to the village levels, particularly in the villages where the harvesting has started. The idea was to enable villagers follow the guideline in assessing timber harvesting applications in their villages.
8. District timber harvesting plans made publicly available at district & village level. Also, information on outcomes of applications, actual timber trade, economic / financial summaries & infractions available.

Outcome 4: Local awareness improved about law compliance and increased prosecution of forest crime

Indicators:

- Increased knowledge and awareness of laws & legal procedures.
- Better understanding of forest values & stronger enforcement of forest laws.

In order to increased knowledge and awareness of laws & legal procedures the following initiatives were undertaken:

Drama Groups Facilitation

Rulu Arts Promoters was hired to facilitate training of the local drama groups at local levels and to conduct live drama performance in the campaign villages in the two districts. The MM messages were prepared and were reviewed with partners and FBD extension unit.

Two local groups Mwongozo and Upendo from Kilwa and Rufiji respectively were trained by Rulu Arts and the local drama groups conducted joint live drama performances in 10 villages of Kilwa and 11 villages in Rufiji in July this year. Twenty one (21) live drama performances were conducted in Kilwa and Rufiji villages. The drama live performances were conducted at Mtoni, Miteja, Njia nne, Somanga simu, Somanga Ndudu, Kinjumbi, Ruhawe, Mavuji, Mandawa, Kiwanga, Mohoro, Chumbi, Nyamwage, Utunge, Mbwara, Nambuju, Ikwiriri town (2 times), Ngulakula, Tawi and Muyuyu, villages and they attracted more than 8,000 individuals in the two districts.

The impacts of the forest governance live drama performances were evaluated after the performances during open discussion as a follow up of the drama performance events. Some of the reactions from the public included the following;

- Reporting on the illegal logging while the drama were continuing (Ikwiriri),
- Reports on VNRC issuing illegal harvesting permits (Muyuyu village),
- Land matters and the bio-fuel issues (Mavuji, Nainokwe and Liwiti, Utunge, Nyamwage and Tawi villages), etc.

- Reporting of illegal logging at village government level (Nyamwege, Njia nne)

Awareness Raising Workshops and Training

A total of 4 district and 5 ward level workshops were conducted in Kilwa and Rufiji districts. The ward level workshops were conducted in Mwara, Mohoro, Kibiti, Ikwiriri and Mkongo. Participant for the district level workshops included high district profile officials (DC and DED), district natural resources officials, private companies (timber dealers), Police commanders, and Division and ward officers, VNRC members, Councillors and village government leaders.

Two Council Management meetings were also held in the two districts, participants of these meetings were councillors and the heads of departments as well as the DC, DAS and DED. The council management meetings were used to inform the district management on the contents of the TRAFFIC report, implementation and emerging issues, which needed immediate attention of the authorities. In each meeting and workshops, a way forward towards improving forest governance was agreed to support implementation of the campaign.

School Competitions

- 17 primary schools participated in the schools competition in two districts in Kilwa and Rufiji. Competitions were organised by MM partners, DED's office (District education department and District cultural office). Messages for the competition were developed by MM PIU and field partners and reflected the roles of the community in forest governance, impacts of illegal logging and corruption and also the need for the PFM in improving the livelihoods of the people.
- Rewards included exercise books, footballs and netballs, writing pens and chalks.

Competitions were organized and adjacent villagers to the place where the event took place were invited and the messages were disseminated to the both pupils and villagers at the places of events.

The impacts of these activities mean that selected villages in Rufiji and Kilwa District have a better understanding of what forest crimes are, and the consequence of them continuing unabated. For example Somanga simu, Njia Nne, Nyamwege, Ikwiriri, and Muyuyu and Kiwanga villages have been reporting on illegal logging in their village.

Outcome 5: The need to strengthen PFM and improve the speed of its roll-out realised

Indicators:

- Increased number of PFM agreements in existence and communities are receiving benefits from PFM.
- Awareness and knowledge of PFM has increased to the point that communities demand PFM, understanding that it is more beneficial than a logging boom-bust cycle.
- MNRT and local governments sign PFM agreements

In order to increase the number of PFM agreements in existence and to promote that communities are receiving benefits from PFM, the following initiatives were undertaken:

Success Stories in PFM

A success story DVD has been produced from the selected successful PFM areas in the country. Kikole (Kilwa) and SULEDO (Kiteto) areas were selected as PFM success areas in the country which were used to make a documentary. The DVD has been distributed to FBD Publicity unit

for use during their activities. The effect is that awareness and knowledge of PFM has increased to the point that communities demand PFM, understanding that it is more beneficial than a boom-bust cycle.

Interactive Video Shows

During pilot phase, the campaign in collaboration with the Forest and Beekeeping Division thorough its Publicity unit managed to conduct interactive video shows in 20 villages in Kilwa and Rufiji and the village names are available in the quarterly report.

The impact of the video shows is that some of the community members are now demanding PFM process to commence in their village land. For example citizens in Mtyelambuko and Utunge villages in Kilwa and Rufiji have brought forward their PFM demand to Mama Mitsu campaign to be supported to start the PFM process in their village land. At the same time citizens are also demanding to be supported with Beekeeping technologies to start beekeeping as a means of better utilizing the forests in their village lands. For example, citizens in Nambunju, Utunge, Tawi, Mbwara , Nainokwe and Liwiti villages. Individuals are also requesting village governments to be allocated with natural forested land for conservation in some such as Mbwara village 2 requests were presented to the village government by citizens to establish private forest reserve.

As a challenge to the government during the pilot phase of Mama Mitsu, it was reported by citizens that the PFM process which was initiated has been going slowly. They raised concern to find means by which MNRT and local governments speed up to sign PFM agreements

Outcome 6: Stakeholder awareness about the need to increase timber export standards

Indicators:

- High level institutions better understand the value of sustainably and ethically obtained timber, and timber produce.
- Pre-export value addition is happening, increasing revenue to Tanzania.

During the pilot phase, the campaign worked very little with the timber traders. The reason behind this was that the government imposed a temporary ban on logging of forest products. At the same time the government was reviewing the status of saw mills in the country to see which meets the requirements for timber trade in the country. For this reason, most of timber traders in Kilwa and Rufiji shifted to Mozambique. However, the campaign did manage to engage with timber dealers in Rufiji and Kilwa in its awareness raising campaign meetings and workshops. In Kilwa the campaign worked closely with the Umoja wa Wavuna Mbaao Lindi (UWAMBALI), timber dealer association in making sure that the contents of the TRAFFIC report and Mama Mitsu campaign strategy are well known to them. The need for more efforts to be directed towards educating timber traders in the future needs to be strengthened.

The issues which emerged by engagement with timber dealers was that most of them complained being ignored in decision making process by the Forest custodians, and they feel they are regarded as people engages in illegal practices. They suggested the need for them to be involved in decision making as they feel they have a lot to offers towards improving governance of the timber trade in the country.

3.2 Overview of Campaign Activities

Activity
<ul style="list-style-type: none"> ▪ Radio Programme (8 episodes on forestry governance) was aired on TBC Radio. Feedback and reviews from listeners all over Tanzania especially in the villages where we operate. ▪ 6 TV spots were been produced to raise awareness on forest governance aired on TBC 1. This proves to be an effective means of disseminating messages to general public and targeted audiences too. ▪ A recent media event was very successful whereby coverage in over 12 newspapers (English and Kiswahili), TV and radio was a big boost to the visibility of MM nationwide. More features are coming out in papers like Kulikoni and Uhuru ▪ Awareness raising by using publications and materials such as: <ul style="list-style-type: none"> ○ 12,000 Posters and leaflets on roles of the stakeholders of timber trade, timber trade procedures, and forest crimes were produced and disseminated to the stakeholders particularly in Kilwa and Rufiji. ○ 4,000 PFM benefits leaflets was also produced and disseminated to the village authorities and citizens and other partners ○ 4,000 Leaflets on forest laws produced and disseminated to campaign villages in Rufiji and Kilwa district and to the partner organization. ○ 12,400 Promotional t-shirts, khangas and caps have been printed and distributed to stakeholders and communities of Kilwa and Rufiji Districts ▪ The Rufiji District Commissioner, in collaboration with MM, and the lead partner WWF, held a two week stakeholders meeting whereby they visited 5 wards and met with village representative from more than 30 villages to update on forestry governance and set the way forward for the district in the implementation of MM campaign. A follow up Rufiji district stakeholders meeting is underway and it will be coordinated the DC with the support of Mama Misitu ▪ 4 Forest governance workshops at ward level was done at Rufiji District more than 150 village leaders and Village Natural Resources Committee members from 20 villages and 8 wards attended the workshop. The workshop was also attended by Ward councillors, Ward Executive officers, Division Officer and District Natural Resource Officers. ▪ Presentation of the Mama Misitu campaign and TRAFFIC report contents at AGM for MJUMITA. ▪ Presentation of Mama Misitu Campaign to development partners at Danish, Finnish and Norwegian Embassies ▪ Held meeting on forest governance with local areas networks (MJUMITA) in Kijumbi and Kisangi

- Village meetings and sub village levels were conducted in the 20 villages, the main them was to emphasize the need for improved forest governance in their area.
- Gained the support of a senior and renowned journalist, Mr. Jeneralī Ulimwengu, who has agreed to give his time and expertise for Mama Misitū by facilitating special programs on TV and features on papers. Have also agreed to host the leaders' interviews when we are ready.
- One PFM filming on success stories in Kilwa (Kikole) and Kiteto (SULEDO) where we reproduced 50 more copies for dissemination to various stakeholders due to demand. This will be used to share experiences and as a learning tool.
- Participation in the Tuambie Program –TBC 1. This nationwide program generated much interest and we received requests to have a similar one in late August or early September 09. Unfortunately, we did not have enough funds.
- Live Drama performances related to the radio drama in 20 villages in Kilwa and Rufiji districts. The activity was a success. Communities are now more aware of their rights and what should be their contribution in improving forest governance. Some steps to report incidences of illegal logging are already taking place at an alarming rate.
- An internal midterm review was conducted in mid 2009 which assisted in developing a draft working proposal for Mama Misitū Campaign based on the lessons learned from the pilot phase. This first draft project document is in place and will be further developed into a Project Document, by incorporating the findings of the external review and audit. The Project Document will be developed in a participatory way with the Mama Misitū PIU and key campaign partners.

Collaboration on end of pilot external review and audit

Mama Misitū campaign collaborated with the campaign's evaluation team and the financial review teams in arranging logistics for the team to implement their activities as it was planned. Both teams had discussions with the MM PIU officers as well as the field partners and the district authorities at Rufiji and Kilwa. The teams also visited some selected villages whereby interactive interviews were conducted to get the insights of villager's ideas on how the campaign was implemented. The findings of the two teams are still awaited as the activities are still on progress.

School competitions

- 17 primary schools participated in the schools competition in two districts, Kilwa and Rufiji. Competition were organised by MM partners, DED's office (District education department and District cultural office). Messages for the competition were developed by MM PIU and field partners and reflected the roles of the community in forest governance, impacts of illegal logging and corruption and also the need for the PFM in improving the livelihoods of the people.
- In the competition rewards included exercise books, footballs and netballs, writing pens and chalks. Competitions were in the public and the messages were disseminated to both pupils and villagers at the places of events.

Media Workshop

MM PIU Organised and coordinated a one day media workshop to raise awareness to

the media on Mama Misitu campaign and get the commitment of media on coverage in the field, on forest governance issues. This meeting resulted in selection of a media team for Mama Misitu activities at all levels.

The outcome of this meeting was that a media forum of 15 journalists was formed and was commissioned with a task of visiting the field in October and was supposed to permanently report on forestry issues related to the Mama Misitu Campaign. This did not work as they seemed to have taken the issue very lightly.

Media Field Visit

The Mama Misitu Media Team field visited Kilwa in order to meet the relevant district partners/authorities and communities to have first had information on forestry issues as a basis for reporting on the campaign progress. The outcomes of the visit were Mama Misitu field activities media coverage as well the district profile in terms of natural resources management was covered.

Campaign's Advisory Committee Meetings

The members of the Tanzania forest working group and representatives from the government (FBD), forms the advisory committee. The main role is to advise and approve the campaign's work plan and activities implementation progress reports.

The Advisory meetings were held once towards end of each quarter to receive and approve the progress reports also to approve the work plans and budgets for the following quarter. During the implementation of the pilot phase of Mama Misitu, One inception workshop for the committee members was conducted and 4 quarterly meetings were also conducted. During the inception workshop, the two pilot districts (Kilwa and Rufiji) were selected based on the criteria set by the committee. In addition, a lead partner for each district was appointed. The lead partners were Mpingo Conservation Project for Kilwa District and WWF for Rufiji District.

The campaign's advisory committees played an important role in ensuring that implementation of the campaign activities goes as it was planned. Their experiences in conservation and working relations with other organization and government institutions and the advice given by the members was very supportive towards achieving Mama Misitu planned activities.

4 OVERALL CAMPAIGN PROGRESS AND LESSONS LEARNED

The Mama Misitu campaign is clearly an ambitious and innovative project: The project is ambitious in that it aims to transform the knowledge, attitudes and practices of targeted stakeholders in relation to improving the governance and management of forests in Tanzania's coastal regions. In this regard the project directly complements and is complemented by other on-going initiatives, such as participatory forest management, independent forest monitoring and institutional reform and strengthening within the forest sector. The project is innovative in that it works collaboratively with existing institutions (civil society, government and private sector) in its pilot districts and at national level in supporting and building their capacity and effectiveness in communications and advocacy issues.

The Mama Misitu campaign has only just started and much of the pilot project period has been taken up with establishing the campaign PIU and its management, working on developing campaign materials, and building working relations with implementing and other partners. The campaign has been implemented at national and local level. The mid term internal assessment noted that ‘While some progress has been made on project implementation processes and project outputs, it is unrealistic to expect much, if any, progress to have been achieved on the project’s outcomes at this juncture. However, even though the support period has been relatively short, the Mama Misitu campaign has so far been successfully managed and implemented in collaboration with the campaign partners and is appreciated by citizens, local government and communities in the areas where it has operated. Some of the lessons learned from the experience are listed below.

Lessons Learned

- Using interactive communications – the most successful and popular activities have been those that have been interactive, allowing people to participate, such as video shows, dramas and TV spots. The campaign’s communication approach should be focused more towards communications that are interactive and/or allow for feedback and two way communications – both horizontally (e.g. at local level) and vertically (e.g. between local and national level).
- Being responsive to emerging events and demand – a strong programme of interactive communications would enable the campaign to adapt and respond to the needs of its partners and target groups in relation to emerging events (e.g. a major alienation of forested village land or a major discovery of illegal forest harvesting or completion of PFM process in villages where it has started, supporting which have decided to start a PFM process in their village land). Working with and through partners is significant in this respect, and collaboration with partners needs to be nurtured and promoted continuously.
- Developing a clear understanding of information needs – although the general information needs of people at local level are reasonably well known, it is clear that there have been some oversights. For example, the Knowledge Attitudes and Practices Study identified the fact that few people understand key elements of the Forest Policy and Law. The campaign would be able to better respond to people’s information needs through focussing on the interactive approach described above.
- Facilitating improved FLEG and PFM processes through better communications – people at local level reported that both law enforcement and PFM process were often slow and delayed. It seems clear that often a significant part of the delays or shortfalls occurring can either be resolved or eased by improved communications and follow-up at local – and even national – level. The campaign, in helping resource and in working through local partners – including MJUMITA – as part of its interactive communications could be a useful catalyst in this process.

5 FINANCIAL REPORT

The financial report, ending December 31st 2009, is attached separately.

Tanzania Natural Resource Forum
Income and Expenditure
Budget vs. Actual
July 2008 to December 2009

	ForMinFinland (Mama Misitu)						Tshs. Over Budget	% of Budget
	(RESTRICTED)							
	July - October 2008	November 08 - February 09	March 09 - July 09	Aug 09 - Dec 09	Jul '08 - Dec. 09	Budget		
Income								
A. BALANCE B/F	-	80,754,275.00	20,765,294.19	(3,069,339.16)	-			
B. 500 - REVENUE								
534 - Foreign Affairs Finland	178,500,000.00	179,718,880.80	161,398,620.00	182,800,000.00	702,417,500.80	755,101,471.56	(52,683,970.76)	
598 - Bank Interest	10,000.00				10,000.00	-		
900 - EXCHANGE LOSS					(9,704,387.89)	-		
Total 500 - REVENUE	178,510,000.00	170,014,492.91	161,398,620.00	182,800,000.00	692,723,112.91	755,101,471.56		
Total Income (A+B)	178,510,000.00	250,768,767.91	182,163,914.19	179,730,660.84	692,723,112.91	755,101,471.56		
Total expenditure	97,755,725.00	230,003,473.72	185,233,253.35	175,989,104.00	688,981,556.07	755,101,471.56		
Balance	80,754,275.00	20,765,294.19	(3,069,339.16)	3,741,556.84	3,741,556.84	-		
C. Expense								0.00
1000 - HUMAN RESOURCE COSTS								0.00
1100 - SALARIES								0.00
1103 - Finance Admin Officer	3,884,000.00	1,940,000.00	5,602,500.00	4,108,500.00	15,535,000.00	16,721,250.00	(1,186,250.00)	92.91%
1105 - Senior Forest Programme Officer	11,412,960.00	10,123,300.00	13,593,185.25	15,636,706.00	50,766,151.25	29,984,500.00	20,781,651.25	169.31%
1109 - Mama Misitu Coordinator	9,608,740.00	9,103,500.00	12,207,905.10	10,911,439.00	41,831,584.10	25,371,125.00	16,460,459.10	164.88%
1110 - Mama Misitu Programme Officer	8,496,000.00	9,103,500.00	12,207,905.10	12,138,750.00	41,946,155.10	25,371,125.00	16,575,030.10	165.33%
1111 - Mama Misitu Admin. Assistant	4,940,660.00	4,054,300.00	5,446,602.90	6,053,523.00	20,495,085.90	7,496,125.00	12,998,960.90	273.41%
1116 - Drivers	1,416,000.00	2,027,150.00	2,707,875.00	3,977,056.00	10,128,081.00	4,382,625.00	5,745,456.00	231.1%
Total 1100 - SALARIES	39,758,360.00	36,351,750.00	51,765,973.35	52,825,974.00	180,702,057.35	109,326,750.00	71,375,307.35	165.29%
1400 - PERFORMANCE BONUS								
1405 - Senior Forest Programme Officer					0.00	2,290,000.00	(2,290,000.00)	0.0%
1409 - Mama Misitu Coordinator					0.00	2,061,000.00	(2,061,000.00)	0.0%
1410 - Mama Misitu Programme Officer					0.00	2,061,000.00	(2,061,000.00)	0.0%
1411 - Mam. Misitu Admin. Assistant					0.00	500,000.00	(500,000.00)	0.0%
Total 1400 - PERFORMANCE BONUS	0.00	0.00			0.00	6,912,000.00	(6,912,000.00)	0.0%
1500 - END OF SERVICE GRATUITY								
1505 - Senior Forest Prgamme Officer					0.00	728,636.36	(728,636.36)	0.0%
1509 - Mama Misitu Coordinator					0.00	655,772.72	(655,772.72)	0.0%
1510 - Mama Misitu Programme Officer					0.00	655,772.72	(655,772.72)	0.0%
1511 - Mam. Misitu Admin. Assistant					0.00	245,914.76	(245,914.76)	0.0%
Total 1500 - END OF SERVICE GRATUITY	0.00	0.00			0.00	2,286,096.56	(2,286,096.56)	0.0%
1700 - SHORT-TERM HUMAN RESOURCE COSTS								
1530 - Part time accountant		2,425,000.00			2,425,000.00			
Total 1700 - SHORT-TERM HUMAN RESOURCE COSTS	0.00	2,425,000.00			2,425,000.00			
Total 1000 - HUMAN RESOURCE COSTS	39,758,360.00	38,776,750.00	51,765,973.35	52,825,974.00	183,127,057.35	118,524,846.56	64,602,210.79	154.51%
5000 - PROGRAMME COSTS								
5200 - MAMA MISITU - IMPLEMENTATION								
5201 - Organisational Overhead - 10%	117,600.00				117,600.00	18,601,375.00	(18,483,775.00)	0.63%
5202 - Technical Advice		5,420,032.00	5,680,275.00	2,224,250.00	13,324,557.00	20,180,875.00	(6,856,318.00)	66.03%

Tanzania Natural Resource Forum
Income and Expenditure
Budget vs. Actual
July 2008 to December 2009

ForMinFinland (Mama Misitu)
(RESTRICTED)

	July - October 2008	November 08 - February 09	March 09 - July 09	Aug 09 - Dec 09	Jul '08 - Dec. 09	Budget	Tshs. Over Budget	% of Budget
5230 - Campagn Setup Costs					0.00			
5231 - Capital Expenditure					0.00			
5231(c) - Computer-Desktop	993,800.00	21,200.00			1,015,000.00	1,048,125.00	(33,125.00)	96.84%
5231(d) - Software			923,131.00		923,131.00	524,875.00	398,256.00	175.88%
5231(e) - Vehicle Purchase	23,849,550.00	2,024,956.60			25,874,506.60	26,209,625.00	(335,118.40)	98.72%
5231(f) - Powerpoint projector			777,000.00	250,000.00	1,027,000.00	1,048,125.00	(21,125.00)	97.98%
Total 5231 - Capital Expenditure	24,843,350.00	2,046,156.60	1,700,131.00	250,000.00	28,839,637.60	28,830,750.00	8,887.60	100.03%
5232 - Reccurent Expenditure								
5232(a) - PIU Office Rent	3,062,500.00		9,187,500.00		12,250,000.00	9,225,125.00	3,024,875.00	132.79%
5232(b) - PIU Office Trav/Part Liais/Adm	5,832,160.00	8,431,780.00	4,957,450.00	8,035,200.00	27,256,590.00	14,992,250.00	12,264,340.00	181.81%
5232(c) - PIU Office Communications	1,270,000.00	1,409,200.00	1,723,800.00	1,934,500.00	6,337,500.00	3,459,625.00	2,877,875.00	183.19%
Total 5232 - Reccurent Expenditure	10,164,660.00	9,840,980.00	15,868,750.00	9,969,700.00	45,844,090.00	27,677,000.00	18,167,090.00	165.64%
Total 5230 - Campagn Setup Costs	35,008,010.00	11,887,136.60	17,568,881.00	10,219,700.00	74,683,727.60	56,507,750.00	18,175,977.60	132.17%
Total 5200 - MAMA MISITU - IMPLEMENTATION	35,125,610.00	17,307,168.60	23,249,156.00	12,443,950.00	88,125,884.60	95,290,000.00	(7,164,115.40)	92.48%
5250 - MAMA MISITU - MAIN								
5251 - General Media & Publicity								
52511 - Website		941,700.00			941,700.00	786,500.00	155,200.00	119.73%
Total 5251 - General Media & Publicity	0.00	941,700.00	0.00	0.00	941,700.00	786,500.00	155,200.00	119.73%
5252 - Production for issue group one								
52520 - Briefing Packs	3,576,700.00			3,280,400.00	6,857,100.00	4,209,625.00	2,647,475.00	162.89%
52521 - Power point production	-				0.00	786,500.00	(786,500.00)	0.0%
52522 - TV Spot production, Airtime	-	12,470,000.00		(230,000.00)	12,240,000.00	13,725,125.00	(1,485,125.00)	89.18%
52523 - Media Coverage(Print)	1,908,450.00		93,800.00		2,002,250.00	2,073,000.00	(70,750.00)	96.59%
52524 - Meeting -civil soc.org & Media	5,306,250.00	1,431,000.00	72,650.00		6,809,900.00	6,742,250.00	67,650.00	101.0%
Total 5252 - Production for issue group one	10,791,400.00	13,901,000.00	166,450.00	3,050,400.00	27,909,250.00	27,536,500.00	372,750.00	101.35%
5253 - Production for Issue Group Two								
52531 - Pres. Mater.& Direc.Targ.Exl.Ad					0.00	9,434,750.00	(9,434,750.00)	0.0%
52532 - TV spot prod. air time(Pri tim)		27,678,000.00	612,375.00		28,290,375.00	28,290,375.00	0.00	100.0%
Total 5253 - Production for Issue Group Two	0.00	27,678,000.00	612,375.00	0.00	28,290,375.00	37,725,125.00	(9,434,750.00)	74.99%
5254 - Production Issue Group Three								
52541 - Radio play-forst crime(RFA&RTD)		36,479,000.00	5,076,625.00		41,555,625.00	33,548,125.00	8,007,500.00	123.87%
52542 - Simp.guid.harv. guid & Reg. swh				6,200,000.00	6,200,000.00	5,242,250.00	957,750.00	118.27%
52543 - Fac-Eng,Swh&Chin.harv.reg.inves					0.00	5,242,250.00	(5,242,250.00)	0.0%
52544 - Eng.pro.Priv Sect.cham.&Net-mtg			556,300.00		556,300.00	10,484,500.00	(9,928,200.00)	5.31%
Total 5254 - Production Issue Group Three	0.00	36,479,000.00	5,632,925.00	6,200,000.00	48,311,925.00	54,517,125.00	(6,205,200.00)	88.62%
5255 - Production Issue Group Four								
52551 - Fact sht.Eng.Swh&Chin fors. law				1,982,400.00	1,982,400.00	3,144,375.00	(1,161,975.00)	63.05%
52552 - Law Compliance pack			1,500,000.00	19,665,400.00	21,165,400.00	20,967,375.00	198,025.00	100.94%
52553 - Particp.Film.forest crime drama			6,381,954.00		6,381,954.00	12,580,750.00	(6,198,796.00)	50.73%
Total 5255 - Production Issue Group Four	0.00	0.00	7,881,954.00	21,647,800.00	29,529,754.00	36,692,500.00	(7,162,746.00)	80.48%
5256 - Production for issue Group Five								

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	(RESTRICTED)							
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52561 · Part. filim. of PRM succ. story	327,500.00	8,275,000.00	10,275,000.00		18,877,500.00	15,725,125.00	3,152,375.00	120.05%
Total 5256 · Production for issue Group Five	327,500.00	8,275,000.00	10,275,000.00	0.00	18,877,500.00	15,725,125.00	3,152,375.00	120.05%
5257 · Production for Issue Group Six								
52571 · Infor.pack-sust.harvs.inter.tra	23,500.00				23,500.00	12,580,750.00	(12,557,250.00)	0.19%
52572 · TV debate			300,000.00		300,000.00	2,096,250.00	(1,796,250.00)	14.31%
52573 · Media Coverage			2,400,000.00	213,000.00	2,613,000.00	4,194,125.00	(1,581,125.00)	62.3%
52574 · Ship.comp.timb.trad.info.pack					0.00	4,194,125.00	(4,194,125.00)	0.0%
Total 5257 · Production for Issue Group Six	23,500.00	0.00	2,700,000.00	213,000.00	2,936,500.00	23,065,250.00	(20,128,750.00)	12.73%
5258 · District & Villag.Camp. Impl.Pr								
52581 · Camp.Comm.Reso.Per.(Comm.Member			733,600.00	800,000.00	1,533,600.00	2,934,750.00	(1,401,150.00)	52.26%
52582 · Field DSAs			4,378,200.00	540,000.00	4,918,200.00	5,661,500.00	(743,300.00)	86.87%
52583 · Transport - Mileage	3,548,024.00		15,769,980.00	7,514,430.00	26,832,434.00	15,726,750.00	11,105,684.00	170.62%
52584 · DSA-tech staff(3staff)Distirt					0.00	942,500.00	(942,500.00)	0.0%
52585 · Allw.3comm.mber(3field resr.per					0.00	942,500.00	(942,500.00)	0.0%
52586 · Workshop costs - District	207,200.00	4,096,000.00			4,303,200.00	5,242,250.00	(939,050.00)	82.09%
52587 · Local Consultant			11,663,400.00	360,000.00	12,023,400.00	12,200,250.00	(176,850.00)	98.55%
52588 · Workshop cost - Division	4,649,600.00	220,000.00	4,534,000.00	4,000,000.00	13,403,600.00	20,969,000.00	(7,565,400.00)	63.92%
52589 · Dram. group-facilit.& Support		2,433,260.00			2,433,260.00	4,242,250.00	(1,808,990.00)	57.36%
52810 · School Competition		6,869,340.00	810,500.00	5,727,300.00	13,407,140.00	15,726,750.00	(2,319,610.00)	85.25%
52811 · Comm.Netw.(MJUMITA)				720,000.00	720,000.00	20,969,000.00	(20,249,000.00)	3.43%
52812 · Promotion.Material Polo shirts		4,000,000.00			4,000,000.00	3,773,250.00	226,750.00	106.01%
52813 · Promotional Material T'shirts		24,000,000.00			24,000,000.00	25,161,500.00	(1,161,500.00)	95.38%
52814 · Pormotional Material Caps		20,000,000.00			20,000,000.00	20,969,000.00	(969,000.00)	95.38%
52815 · Promotional Material Khangas			12,909,200.00	12,909,200.00	25,818,400.00	4,192,500.00	21,625,900.00	615.82%
Total 5258 · District & Villag.Camp. Impl.Pr	8,404,824.00	61,618,600.00	50,798,880.00	32,570,930.00	153,393,234.00	159,653,750.00	(6,260,516.00)	96.08%
5259 · PRODUCTION TO ISSUE GROUP THREE								
52591 · Rad progr-roles/resp(RTD & RFA					0.00	8,388,250.00	(8,388,250.00)	0.0%
52592 · Posters		395,000.00	3,486,000.00	8,281,600.00	12,162,600.00	7,861,750.00	4,300,850.00	154.71%
52593 · Posters & Sign boards		5,697,400.00			5,697,400.00	9,434,750.00	(3,737,350.00)	60.39%
52594 · Strat.-guide b'lets-district.pla			1,005,000.00	8,421,600.00	9,426,600.00	10,484,500.00	(1,057,900.00)	89.91%
52595 · Prom. supp-MJUMITA & District		5,935,000.00			5,935,000.00	7,338,500.00	(1,403,500.00)	80.88%
52596 · Postage					0.00	15,726,750.00	(15,726,750.00)	0.0%
Total 5259 · PRODUCTION TO ISSUE GROUP THREE	0.00	12,027,400.00	4,491,000.00	16,703,200.00	33,221,600.00	59,234,500.00	(26,012,900.00)	56.09%
5270 · PRODUCTION TO ISSUE GROUP FOUR								
5271 · Posters - Forest Crime				8,281,600.00	8,281,600.00	15,726,750.00	(7,445,150.00)	52.66%
5272 · Drama Group-Facilitat.& Support			311,250.00	3,482,400.00	3,793,650.00	4,192,500.00	(398,850.00)	90.49%
5273 · Mobile film unit-film shows		4,198,450.00	2,501,480.00		6,699,930.00	4,192,500.00	2,507,430.00	159.81%
Total 5270 · PRODUCTION TO ISSUE GROUP FOUR	0.00	4,198,450.00	2,812,730.00	11,764,000.00	18,775,180.00	24,111,750.00	(5,336,570.00)	77.87%
5280 · PRODUCTION TO ISSUE GROUP FIVE								
5281 · Drama group-facilitation suppor		1,854,000.00		6,000,000.00	7,854,000.00	8,388,250.00	(534,250.00)	93.63%
5282 · Cinema shows				4,000,000.00	4,000,000.00	4,192,500.00	(192,500.00)	95.41%
5283 · Posters-PFM success story			6,350,000.00	8,281,600.00	14,631,600.00	15,726,750.00	(1,095,150.00)	93.04%
5284 · Leaflets - PFM benefits					0.00	5,242,250.00	(5,242,250.00)	0.0%

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Total 5280 - PRODUCTION TO ISSUE GROUP FIVE	0.00	1,854,000.00	6,350,000.00	18,281,600.00	26,485,600.00	33,549,750.00	(7,064,150.00)	78.94%
5290 - Programme Overhead - 10%		427,845.12	5,923,210.00	288,250.00	6,639,305.12	26,754,000.00	(20,114,694.88)	24.82%
5291 - Mama-monitoring & Evaluation	3,324,531.00	6,518,560.00	12,573,600.00		22,416,691.00	41,934,750.00	(19,518,059.00)	53.46%
Total 5250 - MAMA MISITU - MAIN	22,871,755.00	173,919,555.12	110,218,124.00	110,719,180.00	417,728,614.12	541,286,625.00	(123,558,010.88)	77.17%
Total 5000 - PROGRAMME COSTS	57,997,365.00	191,226,723.72	133,467,280.00	123,163,130.00	505,854,498.72	636,576,625.00	(130,722,126.28)	79.47%
Total Expense	97,755,725.00	230,003,473.72	185,233,253.35	175,989,104.00	688,981,556.07	755,101,471.56	(66,119,915.49)	91.24%
BALANCE C/F	80,754,275.00	20,765,294.19	(3,069,339.16)	3,741,556.84	3,741,556.84	-	3,741,556.84	100.0%