



CONCEPT PROPOSAL

Forestry, Governance and National Development: An Advocacy and Public Awareness Initiative

Background

The Government of Tanzania is about to officially launch a report entitled '*Forestry, Governance and National Development: Lessons Learned from a Logging Boom in Southern Tanzania*'. The report documents how illegal timber harvesting in the miombo and coastal woodlands of Southern Tanzania has led to the large scale degradation of timber-rich forests, with up to 96 per cent of collectable revenue being lost as a result of poor forest governance and weak law enforcement. The report documents, among other important issues, the degradation of the timber resource-base, the nature of the timber exploitation commodity chains, the mismatch of resources in support of better forest governance and law enforcement, the level of petty-corruption and major losses of revenue for local and central government, and the poor development of accountable value-adding forest industries. These inter-related challenges have created a major set-back for the sustainable rural development of local people in forest-rich districts, and the continued loss of an economically valuable and ecologically significant natural resource.

However, the report makes it clear that the current *status quo* can be effectively addressed as much of the necessary and appropriate legal and institutional framework has already been put in place. The challenge lies in strategically investing in the requisite financial and human resources required for improving forest governance and law enforcement, and challenging the underlying culture of *impunity* that pervades the natural resource sector.

As a first step, an advocacy and awareness-raising campaign is required to promote much better awareness with key forest stakeholders and the general public of the economic significance of fundamental forest governance issues. Not least, people need to be encouraged to challenge the culture of impunity that contributes to the continued haemorrhage of the nation's timber resources and the loss of large amounts of Tanzania's natural wealth.

Proposed Course of Action

The Forest Working Group (which is facilitated by Tanzania Natural Resource Forum) proposes to implement a targeted advocacy and awareness-raising campaign in support of the report's findings and recommendations, further increasing their likelihood of being taken up. It is recognised that achieving good forest governance needs to be the responsibility of everyone working together – ordinary citizens, CBOs, NGOs, local and central government, the private sector and international development partners. With this in mind, it is envisaged that an effective advocacy campaign will ultimately help bring about major improvements in forest governance, particularly in southern Tanzania. In proposing a targeted advocacy campaign, it is recognised that the Government has, to its credit, candidly engaged and contributed to the report. It is proposed therefore that the Forest and Beekeeping Division (FBD) and/or Ministry of Natural Resources and Tourism (MNRT) appropriately be part of planning and implementing the advocacy and awareness-raising campaign.

The Forest Working Group proposes that a '*Liaison Group*' be formed to design and plan the advocacy campaign. The *Liaison Group* will be composed of five representatives drawn from the **Forest Working Group**, the **Development Partners' Group**, **TRAFFIC**, the **Policy Forum** and the **FBD/MNRT**, facilitated by the TNRF Secretariat.

The proposed steps for the advocacy and awareness-raising campaign are:

Phase 1 (May 7th – July 6th 2007) : Designing and planning of the advocacy campaign – careful development of the advocacy and information awareness-raising campaign. The output will be a Campaign Plan and Proposal to include the following outputs:

- a. **Lessons learnt** - A succinct review of lessons learnt of other awareness campaigns (e.g. Haki Elimu and Kenya Forest Working Group);
- b. **Target Audiences** – key audiences identified and profiled in relation to forest governance issues;
- c. **Key Messages** - key messages developed for specific audiences, designed to be appealing and memorable;
- d. **Choice of media** – the selection of appropriate media and media outlets for different audiences and different messages. Development of Terms of Reference for media outlets as required.
- e. **Timeline** - a timeline for awareness raising, in which key events and points in the campaign and their rationale are set out;
- f. **Piloting and testing of messages and media types** – the key messages of the campaign will be piloted and tested with focus groups from target audiences, in order to ensure that there are unambiguous and that they are effective.
- g. **Monitoring and evaluation** - a straightforward monitoring and evaluation programme developed, which measures realistic indicators about the success of the campaign and its usefulness;
- h. **Continuity** - a clear vision how the campaign should be continued to subsequently integrate with and support the implementation of the report's technical recommendations;
- i. **Resources** - The human and financial resources and institutional arrangements required for implementing the campaign;
- j. **Capacity building** – a straight-forward strategy for retaining the communications capacity developed and lessons learnt as a result of the campaign within the *Liaison Group* and its partners;

Phase 2: Implementing the advocacy campaign and carrying out monitoring and evaluation.

Phase 3: Assessing campaign impact, lessons learnt and follow-up work – reviewing the impacts of the campaign, distilling lessons learnt, and finalising a plan for transitioning to a lower-level long-term communications campaign in relation to partner needs.

Phase 4: Implementing the long-term communications campaign in support of continuing initiatives to improve forest governance

Phases 2-4 will be developed and resourced on the basis of performance and outputs of Phase 1.

Envisaged Campaign Planning Development Process – Phase 1

Phase 1 – May 7th – July 6th 2007

Step 1 - Week 1 - Liaison Group Planning Meeting I – to:

- Establish roles and responsibilities;
- Plan the consultation workshop structure and content, and finalise the list of participants;
- Identify a communications advisor/consultant for helping design the communications campaign;

Step 2 - Week 3 - Consultation Workshop

- Day 1 – **Learning and review** – looking at the successes and failures of previous campaigns, with key insights for what would work best for a forest governance campaign – facilitated by a communications consultant. This would serve to improve participant's understanding about what successful communications means, and to enable people to think clearly through the planning process on Day 2.
- Day 2 – **Campaign planning** – planning the campaign, drawing on the experiences and knowledge of the diverse group of participants working in the forest sector – in view of generating outputs a-j above;

Step 3 - Week 3 - Liaison Group Planning Meeting II – to:

- Distil and crystallize the workshop proceedings, and;
- Agree the follow-up work required for developing a full campaign proposal;

Step 4 - Week 4 - Pilot testing of messages

- Pilot testing of focus groups from target audiences – carried out by the communications consultant in cooperation with the TNRF Secretariat. Outputs will be integrated into the Campaign proposal

Step 5 - Week 4 - Campaign Proposal writing

- Development and writing up of the campaign proposal to include **outputs a-j above** by the TNRF Secretariat supported by the communications consultant;

Step 6 - Week 7 - Liaison Group Planning Meeting III – to:

- review and finalise the Campaign Proposal and review the pilot testing outcomes

Step 7 - Week 8 – Submission of the proposal to the DPG**Budget for Full Proposal Development – Phase 1 Steps 1-2 (40 percent)**

Description	Units	Number	Cost per Unit	Expenditure
Campaign development consultation and formulation process with interim report	Interim Report	1	\$ 4,400	\$ 4,400
Communications advisor/consultant	Days	3	\$ 350	\$ 1,050
Sub-total				\$ 5,450
TNRF overheads	Administration	-	15%	\$ 817
Total				\$ 6,267

Budget for Full Proposal Development – Phase 1 Steps 3-7 (60 percent)

Description	Units	Number	Cost per Unit	Expenditure
Campaign message piloting, and development of full proposal with outputs a-j	Full Proposal	1	\$ 5,200	\$ 5,200
Communications advisor/consultant	Days	8	\$ 350	\$ 2,800
Sub-total				\$ 8,000
TNRF Overheads	Administration	-	15%	\$ 1,200
Total				\$ 9,200
GRAND TOTAL				\$ 15,467

Outputs – to be produced by July 6th 2007:

1. **Forest Governance advocacy and awareness-raising proposal** with outputs a-j.
2. **Consultant's independent report and assessment** of the proposal development process, with recommendations for the awareness-raising campaign and improvements in developing further collaborative communications.

TNRF will advance up to 60% of the costs of the proposal development process.