



**Tanzania Natural Resource Forum  
Forestry, Governance and National Development:  
An Advocacy and Public Awareness Initiative**

**Liaison Group Meeting 1 - Planning**

Held on the 4<sup>th</sup> May 2007 at the office of the Tanzania Forest Conservation Group

**Attendees**

1. Yassin Mkwizu, XXX, IUCN (Chair)
2. Dr. Andreas Böhringer, Senior Policy Advisor, Forest Policy Implementation Support, MNRT/GTZ
3. Verdiana Chamuya representing George Matiko (FBD)
4. Nike Doggart, Senior Technical Advisor, TFCG
5. Rehema Njaidi, XXXX, TFCG
6. Mr. Ndossi, XXXX, TAF
7. Cassian Sianga, Forest Governance, TNRF
8. Freya St John, Consultant
9. Andrew Williams, Coordinator, TNRF

This first informal meeting of the Liaison Group for **Forestry, Governance and National Development: An Advocacy and Public Awareness Initiative** (the Campaign) was opened by Yassin Mkwizu who chaired the meeting.

A representative of the Policy Forum was unable to attend the meeting.

**1. Overview of the proposal development process**

Andrew Williams provided the Liaison Group with a brief overview of the proposal development process outlining that the Liaison Group has been formed to guide the process of development and direction of the Forestry, Governance and National Development Advocacy and Public Awareness Campaign. Things to consider include;

- What are realistic outcomes of the campaign?
- Is the campaign looking for concrete changes at the government / policy level or to increase the level of awareness – Is this an advocacy campaign or a communications strategy?
- The Objective of the campaign has not been outlined in the proposal. The Liaison Group should define the Objective(s).

The consensus of the Liaison Group was for an Advocacy Campaign that will result in change, but the Campaign will be complemented by an initial awareness raising component to ensure that the findings of the report are utilized rather than the report simply being put straight on the shelf.

When conducting an advocacy campaign the objectives must be made clear from the start in order that communications are focused in the correct direction. In addition the specific target audiences should be decided upon at an early stage – where can the largest impact be made – should be considered in the planning process.

Questions that need answers include;

- What types of messages go down well with different audiences – what are the effective ways of communicating with different parties?

### 1.1 Objectives of the Campaign

It was agreed that the focus of the Campaign will be on the findings of the TRAFFIC report: Forestry, Governance and National Development: Lessons Learned from a Logging Boom in Southern Tanzania. Issues covered in this report are largely generic across the forestry sector.

The overall objectives of The Campaign are;

- To achieve sustainable management of coastal forests through addressing illegal timber trade.
- Communities surrounding forests realise the value of forest resources and receive benefits from the resource.

### 1.2 Issue arising

An issue arose at this stage of the meeting regarding the limited access that people have had to the TRAFFIC Report. Indeed the TAF and FBD representatives had yet to see a copy of the report. It is proposed that as a minimum requirement, all attendees of the workshop receive a hard copy of the report summary well in advance of the workshop.

The meeting was informed that of the 6,000 hard copies of the report produced, all have been distributed meaning none remain for distribution at a future report launch. This fact needs to be verified.

## 2. What is the scope of the Campaign?

The Recommendations section of the TRAFFIC Report was referenced in order for the Liaison Group to outline the broad scope of the campaign which will be presented to the workshop. It is proposed that the scope of the campaign be split into two complementary components;

1. **Increase general awareness of the report** (Swahili leaflet). Increasing ownership of the report to help ensure that this report is not sitting on shelves but is noticed and stimulates action. In particular awareness of the report is to be increased within the study area.

2. **Advocacy campaign**

Four main 'Issues' were pulled out of Table 70: Summary of recommendations and priority ratings, and noted as possible areas where the Campaign could take action. Prior to the workshop, ideas will be developed around these four Issues; they will then be presented to the workshop for discussion. It was decided the Required Actions as laid out in the TRAFFIC report could be adapted.

For each issue it is important to know;

- What are the contributing elements within each Issue?
- Who are the stakeholders involved? - Knowing who the stakeholders are you can develop message that is appropriate.

Note: Part one: **Increase general awareness of the report** is to be addressed in part directly by TNRF before the workshop. TNRF will produce a Swahili translation of the TRAFFIC summary report. TNRF will also outline other possible materials / media types that could help increase the awareness of the report within the study site, e.g. Swahili leaflet and poster.

## 2.1 Monitoring and evaluation

Before rolling out the Campaign baseline data of knowledge and awareness of the target audience must be acquired, and likewise, after the campaign has been rolled out knowledge and awareness must be re-assessed. As such some monitoring and evaluation measures need to be defined for each target audience.

## 2.2 Size of the campaign strategy

It was agreed that the 'ideal campaign' should be developed and the issue of resources be addressed as a second step.

## 3. Emerging priorities from the TRAFFIC report

Four main issues were extracted from the Summary of recommendations of the TRAFFIC report. Two of these issues are from the Accountability section; one from the HR section; and one from the Forest Management section (see table below).

Issue	Required action	Priority
Accountability	Wider government involvement in forestry governance issues	
Low participation of some stakeholders in governance issues, especially parts of government dealing with financial integrity, politics, corruption and ethics	Internal disclosure of forestry sector assets and wealth by public officials within MNRT and, at a higher level, all members of the Executive	High
	PNREC facilitated to produce an action plan for overseeing developments within the forestry sector.	Low
	Seminar held to raise awareness amongst relevant stakeholders regarding corruption in the forestry sector.	Medium
	Greater emphasis on forestry during public income and expenditure reviews.	High
Accountability	Promoting transparency and knowledge sharing	
Low transparency of information and decisions increases the risk of bureaucratic corruption.	Use public notice boards at village and district levels (e.g. outcomes of applications, actual timber trade, financial summaries and infractions.	High
	District timber harvesting plans, based on forest inventories, should be made publicly available.	Medium
	Revise and publicise private sector guidelines for harvesting, processing and exporting timber products, including criteria, timeframes and roles.	High
Underutilized media.	Raise the profile of issues linking timber trade and poverty alleviation, and other relevant developments.	Medium
Generally low profile and wrong perceptions of forestry governance issues in the country.	Targeted campaign on anti-forest-corruption using advertisements in all formats (television, radio and print).	High
Low awareness amongst civil society of socio-political factors affecting governance and limited private sector involvement.	Non-governmental player working in the forestry sector to link with broader civil society groupings to share capacity.	Medium
Many villagers in southern Tanzania do not consider activities in contravention of forest legislation a serious illegal activity	MNRT consider a well-implemented communications strategy to address such attitudes.	Medium
HR management	Improving moral values	
Apparent erosion of moral values is affecting efforts to address illegal activities and corruption in the forestry sector	Delivery of strong messages from senior levels of leadership denouncing internal involvement and collusion in timber trade.	High
	Make example of a few public officials where warranted – disciplinary action.	Medium

Issue	Required action	Priority
Forest management	Participatory forest management	
Devolution of forest control and management from government to village level in southern Tanzania has proved relatively slow and costly, with some villages in southern Tanzania defying PFM initiatives to make quick profits from quick timber trade opportunities.	Initiate community awareness programme – forms of community participation, true timber values, potential benefits, responsibilities, and legal procedures.	High
	Future donor-funded PFM initiatives to strive towards ten-year funding commitments	Low
	Educate and co-ordinate village environmental committees in the screening of potential private investors.	Low
	Explore the possibility of designated villager as Forest Officers as a means to build local ownership.	Medium

Source: Milledge *et al.* (2007)

For each of the Issues pinpointed by the Liaison Group, workshop participants will be required to complete a stepwise process of;

1. Agreeing which Issues can be targeted by the proposed Campaign.
2. Define the target audience of each Issue that the workshop agrees to adopt as part of the Campaign.
3. Agree upon the overall key message for each Issue the workshop agrees to adopt as part of the Campaign.
4. Agree upon monitoring and evaluation indicators for each Issue the workshop agrees to adopt as part of the Campaign. NOT SURE THIS IS THE JOB OF THE WORKSHOP????

#### 4. Workshop Content

##### 4.1 Activities in workshop

1. Half hour TRAFFIC Report presentation (Simon Milledge)
2. Overview of the Campaign Development Process to date (TNRF)
3. Questions and answers
4. Experiences from running advocacy campaigns (Rakesh Rajani, Haki Elimu)
5. Questions to (Rakesh Rajani, Haki Elimu)
6. The Campaign Vision 1) Raising awareness 2) Advocacy (TNRF)
7. Raising Awareness – a strategy outline (TNRF)
8. Questions and answers
9. The Advocacy Campaign; Issue 1. Following a short cause / affect presentation, workshop participants will follow steps 1 – 4 as outlined below the table of issues (above) (Simon)
10. The Advocacy Campaign; Issue 2 (Simon)?
11. The Advocacy Campaign; Issue 3 (Simon)?
12. The Advocacy Campaign; Issue 4 (Simon)?
13. Campaign name\* e.g. 'Future Forests' (all participants – brainstorm and group agreement)
14. Mission Statement (all participants – brainstorm and group agreement)
15. Requirement of an MoU (TNRF)

\* Note: Campaign name: The Advocacy Campaign will require an identity i.e. a name and possibly a logo. This will be the subject of a brainstorming session at the workshop. Suggested names for this Advocacy Campaign include;

Tanzania Forest Alliance

Alliance for Forest Governance in Tanzania

However, it may be considered prudent to avoid words such as 'alliance', as it could be interpreted as being threatening.

\*\* Note: A letter of intent / MoU will be needed between parties involved in the Campaign. Workshop participants will be informed of this. It is not expected that this create significant discussion at this stage.

## **5. Risk Management**

A legal expert will attend the workshop.

## **6. Contact details**

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