



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

### **Forest Working Group Meeting**

Held on the 29<sup>th</sup> June 2007 at the office of the Tanzania Forest Conservation Group.

#### **Attendees**

1. Steve Ball, Mpingo Conservation Project
2. Alfred G. Kalaghe, Africare
3. Gertrude Mugizi, Policy Forum
4. Semkae Kilonzo, Policy Forum
5. Aichi Kitalyi, ICRAF
6. Ndossi M. A. T, TAF
7. Edgar Mgeta, CARE
8. Yassin Mkwizu, IUCN
9. Guido Broekhoven, IUCN, FLEG
10. Nike Doggart, TFCG
11. Paul Nyiti, WCST
12. Cassian Sianga, TNRF
13. Freya St John,
14. Andrew William, TNRF

#### **Apologies**

Tim Davenport  
Andreas Böhringer  
Alfei Daniel

#### **1. Opening and self introduction**

Cassian Sianga opened the Forest Working Group meeting and was followed by a round table self introduction.

#### **2. Processes in developing the campaign**

Cassian Sianga provided the meeting with a brief overview of the proposal development process;

- Last FWG meeting held on (March 1<sup>st</sup> 2007)
- Secretariat writing a proposal (April – GTZ)
- Forming a liaison group and holding a planning meeting (May 4<sup>th</sup>-5<sup>th</sup>)
- Conducting a consultative workshop (May 22<sup>nd</sup> – 23<sup>rd</sup>)
- Secretariat writing a proposal

Additional activities included presentations by Cassian Sianga and George Jambiya (WWF TPO), to the Ministry of Natural Resources and Tourism (MNRT) and the Ministry of Planning and Economic Empowerment (MPEE) respectively to increase awareness of the existence of the TRAFFIC report.

It was highlighted that when making presentations to ministries, presenters should ensure that copies of the relevant reports or summaries thereof, are provided. A two page summary is a good way of presenting information that is accessible to people. Indeed the Policy Forum noted that at the recent Bunge session, the two page brief of the TRAFFIC report was snapped up faster than the summary document. It was also noted that environmental CSOs keenly picked up the information documents.

A Swahili translation of the TRAFFIC Summary document is being produced. It is currently waiting to be cross-checked by TRAFFIC.

### **3. Presentation of the Proposal**

Freya St John provided the meeting with a brief presentation of key points within the proposal document.

#### **Comments**

- The same communications approach may not work over large areas i.e. at a national level.
- Geographic focus: concentrate where partners are, so that there are partners on the ground to provide support, rather than building up aspirations of communities that then have no access to support e.g. for going through the PFM process.
  - Only targeting communities where partners are active on the ground significantly limits the reach of campaign. The intention of the campaign is not to deny communities of information.
- Include Tanga as a region – lots of illegal trade going to Kenya.
- Put a figure (\$) on the contribution of partner organisations, so that possible donors understand the level of contribution being committed.
- Identify a comedy group to communicate messages; this is a powerful way of projecting messages.
- To make this campaign stand out from others, develop the Mama Misitu character strongly.... Does she have a family, how does she live etc. Don't put her in a church choir because then you give her a religion etc.
- Illegal logging Unit (ILU) should be involved in law enforcement aspects of the campaign. The ILU seem to be more trusted than the district offices.
- Branding – Lindi & Mtwara – heavily Islamic status – thus Mama Misitu must be made appropriate to communities. Cultural hits must be well targeted.
- Mama Misitu should have three or four snappy key messages such as those used in the ABC of HIV/Aids.
- Target schools. Within ICRAF there is a 'farmers of the future' programme that targets schools.
  - This is a short term hard hitting governance campaign rather than a long-term programme concerned with the education of the nation at multiple levels. Education at the school level is not the target of this campaign.
- MNRT's logo is on the front cover of the proposal. Partners will sign an MoU signing up to campaign activities. Is it appropriate for MNRT to be a joint partner?
  - MNRT is not going to endorse the proposal at this time, therefore Mama Misitu should not spend time in seeking endorsement;
  - Use FBD to endorse certain small activities within the campaign e.g. endorsing popular versions of guidelines or a poster; and

- Use the FBD zonal extension teams and their mobile cinema units.
- Talk to Hon. Prof. Magembe Minister MNRT and Principal Secretary MNRT (provide a summary of the proposal) and discuss what Mama Misitu are going to do. Invite comments on the proposal. If they make comments, discuss them as a group and incorporate them as appropriate. If the ministry doesn't make comments, the campaign should proceed anyway. TAF should lead the consultation process and / or George Jambiya of WWF TPO. TNRF should also be represented as TNRF are the lead organisation of the campaign.
- Focus on commonalities i.e. illegal logging is not wanted by FBD or by Mama Misitu.
- Identify where Mama Misitu needs MNRT endorsement and where it doesn't.
- Build flexibility into the campaign plan and budget. Ensure that Mama Misitu asks the donor for flexibility on the work plan and budget. One way of building in flexibility is to remove references in the budget as to how many publication, or radio programmes Mama Misitu is going to make.
- As the proposal stands there may be too much to do in one year. An easy solution is to move Issue Groups 3, 6 and 7 to year two or remove them entirely from the campaign.
- The TFWG is not a registered entity as such should not be referred to on the front cover. Suggest – 'Mama Misitu is a collaboration of concerned NGOs facilitated by TNRF'.
- Who is MM? How are we going to brand items? There were two main suggestions
  - 1) MM is a campaign lead by a collaboration of x concerned NGOs, facilitated by TNRF.
  - 2) MM is a collaborative initiative of x NGOs facilitated by TNRF.

NOTE: Logo use must be defined in the MoU. As must a sign-in / sign-out clause. One way to manage the sign-in / sign-out clause is to circulate all Mama Misitu material prior to their release and all partners have a set time period (perhaps one week) to respond if they don not wish to endorse that particular material. A zero response will interpreted as support for the particular material.

- Currently the proposal states that the campaign will be overseen by the Liaison Group, which includes representatives from the donor community and FBD. This is not considered appropriate. Instead it is suggested that the campaign be overseen by a Steering Committee made up of representatives from partner organisations.
- The Steering Committee shall nominate a small Campaign Management Committee who will oversee activities of the Project Implementation Unit.
- The Steering Committee, Campaign Management Committee and Project Implementation Unit will operate under guidelines set out in a brief governing document.

### **What next for the proposal**

1. A Second draft of the proposal will be circulated to TFWG members, inclusive of comments made in this meeting.
  2. A Liaison Group meeting will be called to finalise the proposal.
  3. The proposal will be submitted to donors.
4. **Hon. Wangari Mathari's visit**
- Hon. Wangari Mathari is due to come to Tanzania in September of this year. The trip is being facilitated by FEMINA.
  - It is proposed that Hon. Wangari Mathari's visit be used to launch the Mama Misitu campaign. Ministers will want to be seen with her, as such it is a good opportunity to get FBD to be present at the launch.

## **5. What next for TFWG**

At some point the Mama Misitu campaign will be put aside. As such the TFWG needs to assess what the group should do next. This should be a point of discussion at the next meeting of the TFWG.

## **6. AOB**

There was no other business

## **7. Contact details**

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