

## Forest Governance Communications and Advocacy Initiative

**Preparatory Workshop**  
**22<sup>nd</sup> -23<sup>rd</sup> May, 2007**  
**Courtyard Hotel, Dar es Salaam**

### DAY ONE

#### 9:00 – 11:00 Session One

- Registration and Introductions
- Presentation - TRAFFIC Report (Simon Milledge)
- Questions and answers
- Presentation - Overview of the Campaign Development Process to date (TNRF)
  - 1) **Communications** - raising awareness – presentation of a strategy outline (TNRF)
  - 2) **Advocacy** – focus of this workshop
- Questions and answers

#### 11:00 – 11:30 Health break

#### 11:30 – 12:00 Session Two: Reviewing past advocacy experiences

- Presentation - Past advocacy experiences - Haki Elimu
- Questions and answers

#### 12:00 – 13:00 Session Three: Thinking about focused cause-effect relationships

- Plenary discussion - to review and focus on developing a problem-tree focused on **selected key issues** identified in the TRAFFIC report underpinning governance shortfalls and illegal-logging.

#### 14:00 – 15:00 Session Three cont.: Thinking about focused cause-effect relationships

#### 15:00 – 16:00 Session Four: Developing the advocacy campaign

- Group work – developing advocacy campaign outputs from the problem-trees on each selected key issue area, specifically:
  - Measurable outcomes/changes - knowledge, attitudes, decision-making and practices
  - Target stakeholders (up to ten stakeholder groups)
  - Key messages (generic or focused?)
  - Choice of media / communication
  - Timeline / sequence (in relation to parallel initiatives /govt processes etc)
  - Continuity / follow-up actions
  - Initial risk assessment
  - Implementing partners

#### 16:00 – 16:30 Health break / Recess

## DAY TWO

### 9:00 – 11:00 Session Four cont. Developing the advocacy campaign

- Registration and Introductions
- Group work continues and presentation
- Emerging issues for developing campaign

### 11:00 – 11:30 Health break

### 11:30 – 13:00 Session Five: Developing the advocacy campaign

- Group presentations – on advocacy design and outputs
- Questions and answers

### 13:00 – 14:00 Lunch

### 14:00 – 14:30 Session Six: Mission, identity and institutional arrangements

- Campaign name and institutional arrangements  
e.g. 'Future Forests' (all participants – brainstorm and group agreement)
- Mission Statement development

### 14:30 – 15:30 Session Seven: Draft advocacy campaign

- Presentation of draft advocacy campaign based on group work
- Final Questions and answers

### 15:30 – 16:00 Health break / Close

## PARTICIPANTS

1. Andreas Böhringer
2. Nike Doggart
3. George Matiko
4. Yassin Mkwizu
5. Mr. Ndossi
6. Simon Milledge
7. Adrian Kahemela
8. Semkae Kilonzo
9. Joseph Makala
10. Daniel Alfei
11. Syst Joseph
12. Kalyst
13. Mhina
14. PSI
15. Stephen Mariki
16. Alfei Daniel
17. George Jambia
18. Aichi Kitalyi
19. Alfred Kalaghe
20. Paul Nyiti
21. Cassian Sianga
22. Andrew Williams
23. Freya St john