

REDD-Plus Readiness Planning Process for Uganda

Awareness and Communications Strategy

1. The Strategy

This is the description of the Objectives, Outputs and Activities for raising awareness and communicating about the REDD+ and the R-PP for Uganda. The Strategy has been developed by the R-PP Secretariat/RWG as an integral component of the R-PP process for Uganda.

For the Purpose of this Strategy, the following definitions shall apply:

- a) **REDD+** means Reducing Emissions from Deforestation and Forest Degradation, the role of conservation, Sustainable Management of Forests and Enhancement of forest carbon stocks in Developing Countries.
- b) **R-PP** means the process through which Uganda is developing a Readiness Preparation Proposal.
- c) **RWG** means REDD Working Group...a national level stakeholder forum for participating in the R-PP for Uganda.
- d) **FCPF** means Forest Carbon Partnership Fund of the World Bank set up purposely to scale up the impact of the BioCarbon Fund for standing forests by supporting capacity building and by providing performance based payments.

2. Background

2.1 Global REDD+ Process

REDD+ Readiness is an a global initiative involving tropical developing countries like Uganda, receiving financial incentives to reduce the rate of deforestation and forest degradation, conserve forests through sustainable management, and to increase areas under forest cover. REDD+ is a multi-sectoral process targeting the Forestry, Energy, Land and Agriculture sectors. Financing for REDD+ is expected to come mainly from market based financing mechanism. However, where international financing is not adequate, REDD+ shall be financed by Government of Uganda.

The REDD+ is a three phased program. Phase one (2010–2013) is the Readiness phase where a

country undertakes readiness activities such as preparing REDD Readiness Strategy as is the case in Uganda presently. This involves the development of national strategies or action plans, policies and measures and capacity-building. Phase two (2013-2015) is the implementation of these national REDD+ Readiness Strategies or Action plans that could involve further capacity-building, demonstration activities; and Phase three shall involve results-based actions that shall be fully measured, reported and verified. This is the Carbon Market phase where the country actually enters into the REDD Carbon market.

REDD+ Readiness involves preparing an effective and equitable strategy to reduce emissions from deforestation and forest degradation and associated activities. For a Country to become "Ready for REDD+", it is required to develop a National Strategy or Action plan as part of the low-carbon emissions strategy, ensuring effective engagement and participation by stakeholders, including local people. The REDD+ Strategy should be based on:

- a) National baseline over which to estimate any actions on REDD+,
- b) Measures for ensuring transparent, equitable and accountable benefit sharing system of carbon funds,
- c) Sound forest carbon accounting system,
- d) Monitoring and reporting system on REDD+ activities, and
- e) Monitoring system (Reference Scenario) against which to measure future deforestation and degradation reductions.

2.2 Uganda REDD+ Readiness Process

Since October 2009, Uganda is preparing REDD Readiness Proposal (R-PP) with financial support from Forest Carbon Partnership Fund (FCPF) through the World Bank amounting to US \$ 200,000.

Additional financial support amounting to US\$ 183,000 has been provided by Norwegian Government specifically to facilitate stakeholder consultations and participation.

The Uganda process of preparing the REDD Readiness Proposal seeks to; a) undertake a situation analysis of the current situation with regards to deforestation and forest degradation and assess drivers and impact of deforestation and forest degradation and relevant forest governance issues, b) carry out a multi stakeholder consultation at all levels and among various sectors and engage them in development of REDD Readiness strategies and actions to reduce deforestation and/or forest degradation, c) develop an institutional and legal implementation framework for REDD+ Readiness

Strategy including a monitoring system to measure, report and verify (MRV) the effect of REDD+ strategies.

Public and stakeholder engagement in the REDD Readiness Proposal development process aims at ensuring active participation of all stakeholders at policy and implementation levels including Executive (Ministries/agencies), Parliament, NGOs/CSO, Private sector, Academia, Cultural /special groups, forest dependent people/Communities, among others.

The R-PP process is overseen by a National level Steering Committee and coordinated by a REDD Working Group. The NFA provides a Secretariat that facilitates the entire process.

3. Justification for the Strategy

The R-PP is an important national commitment to describe its strategies and actions for preparing the country to be an active partner in the global REDD+ process, hence, becoming ready for REDD+. The R-PP process emphasises country ownership through active involvement of all stakeholders. This involvement would be realized when the public/stakeholders are informed of the REDD+, the R-PP process and when they are mobilized to support the process. Being a Government led process, it is essential that Political and Executive leadership is informed of the requirements and process for preparing Uganda's Readiness and is regularly updated on the progress. Equally important is the fact that Uganda needs to effectively communicate to stakeholders within and outside the Country such as the FCPF on the progress towards readiness for REDD+. Hence, the proposed strategies and actions will facilitate communication and awareness raising about REDD+ and R-PP process, communication to the stakeholders within and outside the country and, will be used as a tool to mobilize stakeholders participation in the process.

4. Objectives and Outputs

4.1 Objectives:

The overall Goal of the Strategy is to Mobilize Political, Executive and Stakeholders support and participation in the R-PP Process for Uganda. It is recognized that this goal requires multiple actions to be realized, and the Strategy will therefore be expected to contribute towards realizing this Goal.

The following objectives will enable Uganda move towards realizing the above Goal.

- a) Objective #1: To raise public and stakeholder awareness of REDD+ and RPP Process
- b) Objective #2: To mobilize stakeholder's involvement in the R-PP Process
- c) Objective #3: To communicate to the FCPF and Stakeholders on Uganda's preparations for "becoming" ready for REDD+.

4.2 Outputs

The following Outputs will be realized under each objective.

Objective #1: To raise public awareness of REDD+ and RPP Process

Outputs:

- REDD+ and R-PP awareness messages and tools for disseminating messages.
- REDD+ and R-PP awareness messages disseminated.

Objective #2: To mobilize stakeholder's involvement in the R-PP Process

Outputs:

- Stakeholder's briefings and information about REDD+ and R-PP Process developed and disseminated.
- Stakeholders equipped with information about REDD+ and R-PP process.

Objective #3: To communicate to the FCPF and Stakeholders on Uganda's preparations for becoming ready for REDD+.

Outputs:

- FCPF and Global partners informed of Uganda's process and progress on R-PP.
- Stakeholders informed of Uganda's process and progress on R-PP.
- Information on Uganda's REDD + Strategies and actions disseminated widely.

4.3 Outcomes of the Awareness and Communication Strategy

Successful implementation of the Strategy will result into:

- a) Public and stakeholders aware of the Uganda REDD+ and R-PP process and progress.
- b) Stakeholders well informed of Uganda's REDD+ Readiness Strategies and actions.
- c) Stakeholders actively supporting Uganda's REDD+ Readiness Strategy and actions.

5. Strategies and actions

Output	Activity	Actor	Outputs
Objective#1: To raise public awareness of REDD+, RPP Process			
REDD+ and R-PP awareness messages and tools for disseminating messages developed	Develop REDD+ and R-PP Awareness messages	R-PP Secretariat, Communications Expert?	Key messages about: <ul style="list-style-type: none"> ➤ REDD+ ➤ R-PP Process ➤ Requirements and benefits for Stakeholder participation ➤ Reference climate change catastrophes (Teso floods, Bududa incidents, War)
	Design tools for disseminating messages	Communications Expert	Communication Tools <i>(in various languages for reaching variety of audiences)</i> <ul style="list-style-type: none"> ➤ Website articles ➤ R-PP Brochure ➤ Social internet (facebook, flicker, twitter, blo) ➤ Media scripts/briefings/recordings/media trips ➤ Other promotional materials (e.g.,

Output	Activity	Actor	Outputs
			posters, badges, bumper stickers, calendars, etc.)
	Develop Communication messages about Uganda's Readiness Strategies, Actions and implementation plan	Communications Expert	<p>Key messages (<i>in various languages for reaching variety of audiences</i>)</p> <ul style="list-style-type: none"> ➤ Agreed thematic areas from which messages can be developed. ➤ REDD+ Readiness Strategies and actions and implementation modalities
REDD+ and R-PP awareness messages disseminated	<p>Facilitate dissemination of messages</p> <ul style="list-style-type: none"> ➤ Publish and disseminate R-PP brochure ➤ Uganda REDD+ and R-PP Process message on NFA Website Schedule /conduct briefings/field visits to Media ➤ Conduct Talk Shows on radio/TV ➤ Prepare documentation/recording R-PP Process 	<p>R-PP Secretariat</p> <p>NFA Communications Expert</p> <p>Chair RWG, ED</p> <p>NFA, R-Pp Secretariat/Media</p>	<ul style="list-style-type: none"> ➤ R-PP brochure ➤ NFA website with up-to-date information about Uganda's R-PP process ➤ Media (Print and electronic) coverage of REDD+ and R-PP process ➤ Radio Spot messages produced ➤ Radio spot messages ran on radio station ➤ TV spots developed and ran on selected TV stations

Output	Activity	Actor	Outputs
		Expert	➤ Documentary on R-PP Process
Objective #2: To mobilize stakeholder's involvement in the R-PP Process			
Stakeholders briefings and information about REDD+ and R-PP Process disseminated	Develop R-pp Progress briefings (weekly/monthly)	R-PP Secretariat	Information package
	Distribute/disseminate briefings and information	R-PP Secretariat	➤ Briefing sessions held ➤ Awareness materials disseminated
Stakeholders equipped with information about REDD+ and R-PP process	Convene briefing sessions for targeted Stakeholders Invite submission into R-PP Process from RWG and general Public	R-PP Secretariat	Stakeholder analysis and targeted communication for the different stakeholder categories
Stakeholders aware of and willing to assume their roles in REDD+ and R-PP process	Convene briefing sessions for targeted Stakeholders Invitations to participation to targeted stakeholders	R-PP Secretariat RWG Chairperson	Stakeholders participation in the R-PP Process
Objective #3: To communicate to the FCPF and Stakeholders on Uganda's preparations for becoming ready for REDD+.			

Output	Activity	Actor	Outputs
FCPF/World Bank and Partners informed of Uganda's process and progress on R-PP	Prepare and submit progress and technical reports	R-PP Secretariat/NFA	<ul style="list-style-type: none"> Regular progress and accountability reports Feedback from FCPF/World Bank
	Timely submission of Uganda's Readiness Proposal	MoWE	Uganda's Readiness Proposal document
	Active participation in FCPF /REDD+ session and information exchanges	REDD+ Focal Point	Attendance in related meetings and forums
Stakeholders informed of Uganda's process and progress on R-PP	Prepare and issue regular updates to the RWG	R-PP Secretariat	<ul style="list-style-type: none"> Updates of the R-PP Process Active RWG yahoo e-mail address Feedback from RWG
	Disseminate information on progress through appropriate forums	R-PP Secretariat	Stakeholders aware of the process and progress
Information on Uganda's REDD + Strategies and actions disseminated widely.	Prepare messages on REDD+ Readiness Strategies	Communications Expert	Messages REDD+ Readiness Strategies
	Disseminate the Messages	R-PP Secretariat	Messages REDD+ Readiness Strategies disseminated

6. Implementation

6.1 Implementation Strategies

The implementation of this Strategy will emphasize the following approaches:

- a) Utilizing the official communication opportunities by National Focal Point in relation to Uganda's participation in global REDD+ processes and the FCPF network.
- b) Piggyback on communication initiatives of stakeholders already working on climate change and REDD related activities to avoid duplication of resources (human and financial) and time.
- c) Taking advantage of regional, national or stakeholder's events such as workshops and meetings to disseminate information about REDD+ and R-PP.
- d) Convening briefing sessions with strategic players/Targeted Audiences (Political, Senior Executive, Development partners).
- e) Optimize use of the yahoo group address and other electronic forms of communication.
- f) Utilise social media like flicker, facebook, twitter, blog to publicise REDD+ R-PP and invite stakeholders to join.
- g) Use SMS text messaging for targeted audiences such as MPs on critical themes of concern during the REDD process.
- h) Preparing and dissemination of attractive reports.
- i) Prepare and publicise popular versions of the key documents arising from the Process

6.2 Roles and responsibilities

The NFA/R-PP Secretariat shall coordinate the implementation of the Strategy, including facilitating the development of communication messages and reports, convening or attending briefing sessions, organizing talk shows, among others. The R-PP Secretariat shall facilitate the Chair of RWG to communicate on REDD+ and R-PP process as appropriate. The NFA/R-PP Secretariat shall procure services of Communications and Media Experts for specific inputs as appropriate.

7. Monitoring and Evaluating

The implementation of this Strategy shall be monitored and evaluated using the following M&E framework.

Output	Question	MoV/Indicator	Responsibility
REDD+ and R-PP	What are the types and	↗ No and themes of	RWG

Output	Question	MoV/Indicator	Responsibility
awareness messages and tools developed	quality of awareness messages and tools that have been developed	messages in Place ↗ No of tools identified for this purpose.	
REDD+ and R-PP awareness disseminated	Have the messages been disseminated widely and effectively?	↗ No of media institutions involved ↗ No of spot messages/media house ↗ % audience reached ↗ Share of ink (print) and share of voice (audio) for free publicity	RWG
Stakeholders briefings and information about REDD+ and R-PP Process disseminated	Who are the Stakeholders that have received briefings and or information about REDD+ and R-PP process	↗ No of briefings. ↗ No of recipients of the briefings ↗ Stakeholder categories briefed	RWG R-PP Secretariat
Stakeholders equipped with information about REDD+ and R-PP process	To what extent are stakeholders aware of REDD+ and R-PP Process	↗ Field observation	RWG R-PP Secretariat
Stakeholders aware of and willing to assume their roles in REDD+ and R-PP process	To what extent are the Stakeholders engaged in R-PP Process	↗ Commitment to the RWG ↗ Feedback and contribution from Stakeholders	RWG R-PP Secretariat
FCPF/World Bank	To what extent has	↗ No of official	RWG

Output	Question	MoV/Indicator	Responsibility
& Partners informed of Uganda's process and progress on R-PP	Uganda fulfilled its contractual obligations to R-PP process	communications ↗ No of process reports ↗ No of progress reports ↗ Submitted reports and other formal communications	WorldBank R-PP Secretariat
Stakeholders informed of Uganda's process and progress on R-PP	To what extent are stakeholders aware of Uganda R-PP Process and progress	↗ Awareness survey report	RWG R-PP Secretariat
Information on Uganda's REDD + Strategies and actions disseminated widely.	To what extent are the Uganda's REDD+ Readiness Strategies and actions known	Extent of public awareness of the R-PP Strategy (by geographical spread, sectors and interest groups)	R-PP Secretariat

8. Implementation Budget

The implementation of these strategies will be supported by budget allocations from the FCPF /World Bank and Norwegian Government Grants to R-PP process for Uganda. NFA will meet costs for the Website and an internal Communications Expert. However, these financial sources may not yield adequate resources to fully implement the Strategy. The R-PP process shall endeavour to solicit for more financial support to plug the funding gaps, especially for the following costs:

- a) Information collection and packaging for public consumption.
- b) Website (architectural design, domain name registration and hosting, design and maintenance)
- c) Publications (brochures, policy briefs, reports).
- d) Promotional materials (posters, banners, etc) and events (workshops, meetings, celebrations, breakfast meetings, media trips).
- e) Airtime (TV talk show and radio talk shows).
- f) Advertising space (adverts in the print media.