



FIJI NATIONAL REDD+ PROGRAMME

# **COMMUNICATIONS STRATEGY**

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Abbreviations and Acronyms Community Based Organisations	СВО
Civil Society Organisations	CSO
Communications and Awareness Working Group	CAWG
Consultation & Participation Plan	C&P Plan
Divisional Working Group	DWG
Environment and Social Management Framework	ESMF
Faith Based Organisations	FBO
Fiji Commerce & Employers Federation	FCEF
Fiji Crop and Livestock Council	FCLC
Fiji Electricity Authority	FEA
Free Prior Informed Consent	FPIC
Fiji Public Service Credit Union	FPSCU
Fiji Roads Authority	FRA
Fiji Teachers Union	FTU
Fijian Teachers Association	FTA
Forest Carbon Partnership Facility	FCPF
Measurement, Reporting and Verification	MRV
Non-Government Organisations	NGO
iTaukei Lands Trust Board	TLTB
Reducing Emissions from Forest Degradation and	REDD+
Deforestation and the role of conservation, sustainable	
management of forests and forest carbon stock	
enhancement	
Readiness Preparation Proposal	R-PP
REDD+ Steering Committee	RSC
Soqosoqo Vakamarama	SSV
Sustainable Development Goals	SDGs
United Nations Framework Convention on Climate	UNFCCC
Change	
United Nations Forum on Forests	UNFF
Water Authority of Fiji	WAF
World Bank	WB

# 1.0 Introduction

The Fiji National REDD+ Programme was established in 2009. The Ministry of Forests is the lead implementing agency, while the lead finance agency is the Ministry of Economy. In December 2010, the Fiji National REDD+ Policy was endorsed by Government. The implementation of the Fiji REDD+ programme is overseen by the National REDD+ Steering Committee whose purpose is to coordinate and facilitate the implementation of a multi-sectoral approach to the REDD+ agenda and that safeguards<sup>1</sup> identified in the National REDD+ Policy are complied with.

The Fiji National REDD+ Programme aims to implement the National REDD+ Policy which has the overall objective of enhancing the national forest-based carbon balance by supporting and strengthening initiatives that address the drivers of forest-based carbon emissions and encouraging the drivers of forest based carbon sinks to take ownership.<sup>2</sup>

The Fiji REDD+ Policy places much emphasis on the need to raise awareness and communicate effectively to relevant stakeholders. This is to ensure the free and transparent flow of information at the national level (government, industry, civil society organisations, faith based organisations, local communities, landowners), between and within government ministries and departments and statutory bodies, among national and international bodies and forums and the media.

Since the Programme began in 2009, there have been over 100 national level REDD+ stakeholders' consultations, awareness-raising workshops and seminars that have taken place.

In addition, there has never been a stronger emphasis on the economic, social and environmental contributions of forests to sustainable development, integration of forests with other mainstream processes at the international level and a framework for results based payments for REDD+ with the greater importance on addressing Climate Change.

These global processes have implications on how REDD+ is carried out at national level because Fiji is either a member of these international agencies or is signatory to these international conventions. Some of these global processes include the Paris Climate Change Agreement, the outcomes of the United Nations Forum on Forests 11<sup>th</sup> Session (UNFF11), the Sustainable Development Goals (SDGs), the Durban Declaration, outcomes of the COP 22 Meeting held in Morocco in 2016 and the Six Global Forest Goals agreed too at the UNFF Special Session held on January 20, 2017.

There is a need to translate global policies and directions on Climate Change and REDD+ at the national and community levels. There is also a dire need to continuously inform Fijians and stakeholders of REDD+ work in Fiji and ensure their participation where necessary.

This Communications Strategy will ensure that the Free Prior Informed Consent (FPIC) principles<sup>3</sup> are adhered too when informing indigenous landowners about REDD+. This Strategy will also serve to inform other ethnic groups, as well as the marginalised, gender and vulnerable groups on their necessary involvement and participation in REDD+.

<sup>&</sup>lt;sup>1</sup> Safeguards also known as the "Cancun safeguards" as they were adopted during COP16 in Cancun, Mexico in December 2010, as part of Decision 1/CP.16, appendix I, paragraph 2. The safeguard policies and procedures listed are those that are considered most relevant for REDD+ operations, and should not be seen as representative of the range of such policies or procedures that could be triggered by an ER Program supported by the FCPF Carbon Fund. For more information on the World Bank's safeguards system, see http://go.worldbank.org/WTA10DE7T0. Safeguard includes the following: "Taking into account the need for sustainable livelihoods of indigenous peoples and local communities and their interdependence on forests in most countries, reflected in the United Nations Declaration on the Rights of Indigenous Peoples, as well as the International Mother Earth Day."

<sup>&</sup>lt;sup>2</sup> The Fiji National REDD+ Programme Info Brief, Issue 1, February 2016

<sup>&</sup>lt;sup>3</sup> The free, prior, inform consent (FPIC) principle is referred to the indigenous peoples or forest owners who are instrumental in making decisions and have the full authority to give or withhold permission to activities affecting their land, resources and territories. In Fiji's context, the FPIC process ensures that the rights of the landowners are protected and that they are informed freely of what REDD+ entails before they make a decision on whether or not to engage in REDD+ activities.

The formation of a Communication and Awareness Working Group (CAWG) consisting of representatives from Government, CSO and the Media will be important to the effective implementation of this Strategy.

Through the CAWG, awareness will be carried out on Climate Change, Forests and REDD+ activities and cross cutting issues like the Land Use Rights, Land Tenure Systems, Forest Governance, Benefit sharing mechanism, the Grievance redress mechanism, Gender and Youth.

This Strategy will also ensure that the communication activities and tools used to disseminate relevant REDD+ information is understood and that the behaviour and perceptions of forest owners, forest managers and forest users change.

In addition, a Work Plan will be produced by the REDD+ Unit to which the Communications and Knowledge Management Specialist will take the lead role in implementation of relevant activities.

# 2.0 Goal

Communicating about REDD+ remains central to achieving the readiness phase of activities for Fiji. The goal of this Communications Strategy is to keep all Fijians informed, encourage participation in the Fiji National REDD+ Programme and ensure that relevant information is shared at regional and international level.

# 3.0 Objectives

This Communications Strategy aims to achieve the following objectives:

- Enhance understanding on climate change and forests;
- Raise awareness on the readiness phase Fiji is undertaking for carbon financing; Increase stakeholders understanding of and support informed participation in REDD+ related activities;
- Enhance understanding of relevant national and international policies relating to REDD+; and
- Strengthen the relationship and networking with the national, regional and international news media.

To achieve these objectives, the following broad activities will be implemented:

3.1 **Producing quality and consistent awareness and publication materials** while adhering to the Fiji REDD+ branding standards. This is to ensure that what is communicated is factual and accurate and for the right target audience;

3.2 **Strengthening existing ties with media organisations** and news outlets to keep the media informed of REDD+ work in Fiji and ensure media coverage;

3.3 Enhancing the visibility of REDD+ by communicating results of activities through media interviews, press releases, feature articles, website stories, informative videos, and social media networks; and

3.4 **Knowledge Management and knowledge sharing** which has become part of the way the REDD+ project operates. FCPF supported REDD+ programmes are being encouraged to capture and share the knowledge of REDD+ activities. The formation of a Communications and Awareness Working Group (CAWG) will also ensure the production of knowledge management products which will make information more easily accessible to stakeholders.

# 4.0 Core Communication Principles

The following communication principles serve as a guide in designing appropriate communication approaches for the REDD+ process and will further serve as critical elements for successful communication. Therefore effective communications should be viewed as a central management component with the following five elements.

**Long term sustainability programmes and activities –** Ensure delivery of long-term, positive, ecological, economic and social impacts

**Managing expectations** – Stakeholder groups need to be assured that the REDD+ objectives are attainable and the reasonable stakeholder expectations can be met. This can be achieved through inclusiveness, transparency and accuracy through the timely dissemination of information.<sup>4</sup>

**Community ownership** – Ensure local community involvement and strengthen the feedback mechanism process

**Formation of Strategic Partnerships –** Ensure government coordination with relevant and potential development partners, CSOs, academic institutions, community based organisations (CBOs) and the private sector for the delivery of REDD+ initiatives

**Consideration of the marginalised and vulnerable groups –** Ensure that REDD+ information is understood at all these various levels.

Consideration of Gender – to sensitize the Fiji National REDD+ Programme to gender issues and needs in accordance with SDG 5

### 5.0 Key Areas

To ensure that the Fiji REDD+ programme is understood by stakeholders through communication, awareness and outreach the following focal areas should be worth noting:

1) Public relations and promotion

To promote the objectives for Fiji's National REDD+ Programme while establishing and maintaining a positive image and brand identity for the REDD+ concept.

2) Media Relations

An important medium that will ensure the necessary awareness around all REDD+ activities reaches all stakeholders is done through the media. Positive media coverage is what shapes public opinion towards an organization. Therefore the need to build on enhancing stronger and closer ties with the media through some activities which include Media Training, Hosting the Media to an afternoon tea, taking them to the REDD+ pilot site etc.

3) Information and Knowledge Management

The complexity and sensitivity of REDD+ will require a lot of constant and careful interaction with stakeholders and an assessment of a wide range of issues including feedback from various constituents and also taking into account the indigenous knowledge within the REDD+ context.

<sup>&</sup>lt;sup>4</sup> Forestry Commission REDD-Plus Secretariat, REDD-Plus Communication Strategy – Finalised Document October, 2013 (Retrieved from <u>https://www.forestcarbonpartnership.org/sites/fcp/files/2015/April/REDD%20%20Comm%20Strat%20Final%20Doc.pdf</u>)

### 4) Education and Training

A main component of raising awareness on REDD+ work is through the training of CSOs as well as government officials in particular forestry extension officers, provincial administrators, conservation officers etc. This will then allow them to work together at the divisional level through the formation of Divisional Working Groups (DWGs) to inform the broader population especially to all the communities living in the rural and isolated forest areas.

#### 5) Strengthening Institutional Structures

Using the available institutional structures on the ground will be useful in the dissemination of appropriate REDD+ information to stakeholders in particular those at community level.

#### *6) Effective information tools*

Reviewing and improving information tools will determine the effective delivery of REDD+ work to relevant stakeholders. These will include reviewing the tools at hand and how effective they have been and whether or not there is room for improvement.

#### 7) Feedback Mechanism

Transparent information sharing and consultations with stakeholders are the foundation of REDD+ activities and the implementation of the R-PP. Failure to adequately share information and to consult broadly with stakeholders may lead to numerous questions, inquiries, and potentially grievances about the REDD+ strategy or process. A feedback and grievance redress mechanism is part of the Fiji REDD+ management framework. It is a process for receiving, evaluating, and addressing projectrelated queries and grievances from affected communities or stakeholders at the level of the community or project, region, or country. Grievance mechanisms are not substitutes for legal or administrative systems or other public or civic mechanisms, and do not remove the right of complainants to take their grievances to a formal dispute-resolution mechanism.

8) How will we communicate REDD+ technical terms and vice versa (Translating information for wide audiences both social and technical information)

REDD+ activities and programmes must be understood at all levels therefore, there is a need to ensure the translation of social and technical information for wide audiences and technical jargons simplified for stakeholders especially those at the community level.

9) Accessible & Efficient Support Unit

This Strategy will be able to assist stakeholders involved in REDD+ activities on what to do or where to go too for support.

# 6.0 Key Messages

The key messages will form the essence of all messages that will be communicated to the different REDD+ target audiences under this Strategy. Messages must be tailored to specific stakeholder groups. While there are some common points for all, there are also key content elements specific to each group. The overarching messages are important to communicate:

- 1.1 What is Climate Change?
- 1.2 What is the link between Climate Change and Forests?
- 1.3 What is REDD+?

- 1.4 What is the link between Climate Change, Forests and REDD+?
- 1.5 Who are the drivers of deforestation and forest degradation in Fiji?
- 1.6 What are the five REDD+ activities?
- 1.7 What are the REDD+ Safeguards?
- 1.8 What is the FCPF?
- 1.9 What does the FCPF mean for Fiji?
- 1.10 What is the Emissions Reductions Programme (ERP)?
- 1.11 What is Carbon Financing?
- 1.12 How does REDD+ benefit local communities?
- 1.13 REDD+ is a critical response to climate change and can play a key role in achieving broader development goals for improved livelihoods;
- 1.14 How are communities in Fiji going to be benefit from REDD+?
- 1.15 What is the SESA study?
- 1.16 What is the MRV study?
- 1.17 What is the Grievance Redress Mechanism in REDD+?
- 1.18 What is the Benefit Sharing Mechanism?
- 1.19 What is the Forest Reference Emissions Level?

Fiji's R-PP highlights the many questions from landowners who have been informed about REDD+. This was an indication of the interest of the landowners and the rural communities which are being dealt with cautiously as the REDD+ Strategy for Fiji is still in development. These can be viewed in **Annex 1**.

To ensure that messages are delivered in the most effective way, each communication initiative will require the specific analysis of existing levels of knowledge, attitudes and practices within the targeted audience, as well as preferred methods of receiving information and potential motivations or barriers to integrating the information.

# 7.0 Target Groups

At the national level, Fiji's REDD+ Policy highlights the need for an effective communication and awareness strategy capable of ensuring an efficient, effective and transparent flow of information:

- a) Among people at the national level;
- b) Between and within government departments and statutory bodies;
- c) Among national and international bodies and forums to enable more effective international policy and technical engagement; and
- d) Through the engagement of the media so that they understand what REDD+ is about are able to assist with awareness as well as be up to date with Fiji's REDD+ activities.

More specifically, the target groups will include the following:

- General public
- National Steering Committee
- Government Ministries/Departments, including Forestry Department extension officers
- Private sector
- Informal sector e.g. People selling produce by the road side
- CSO/NGOs, FBOs
- Indigenous landowners, indigenous communities, other ethnic communities
- Policy makers, decision makers
- Research and academia

- Media and development partners
- Relevant parliamentary select committees including leader of the house
- Provincial administrators, district officers
- Conservation officers,
- Landowners
- Divisional Working Groups
- Gender and youth groups

# 8.0 Communication Platforms

The method and mode of information dissemination and awareness is always important for a Communications Strategy. The communication and outreach methods should ensure that adequate and timely information is provided to all stakeholders in an accessible language and style.

Mass media is the technology and tools used to reach a mass audience. It is the primary means of communicating a message or issue to a wide range of audiences. The most common platforms for mass media include newspapers, magazines, radio, television and the internet.

Information sharing at the community level is also very important for the continued success of REDD+ especially due to the current understanding that many drivers are associated with small-scale subsistence land-use activities.

#### 8.1 Communication Platforms

# The Fiji National REDD+ Programme since 2009 has been using the following platforms and tools:

- 8.1.1 Web-based
  - a. Website Fiji REDD+ website <u>http://fiji-reddplus.org/</u> which was launched on 26 October, 2013;
  - b. Social Media Twitter <u>https://twitter.com/reddplus\_fj</u> and Facebook <u>https://www.facebook.com/FijiREDDplus;</u>

#### 8.1.2 Audio visual

- a. Television talk back shows e.g. 4 the Record with FBC TV
- b. TV Advertisement (International Day of Forests 2017)
- c. News stories

#### 8.1.3 Radio

- a. News stories
- b. Talkback shows
- c. Interviews
- d. Advertisement

#### 8.1.4 *Print*

- a. Press Release (through REDD+ Press Release template)
- b. Newsletter Quarterly production of the Fiji National REDD+ Programme newsletter and disseminated through email and printed copies;

- c. REDD+ issues and news are also disseminated through the Government's Department of Information and through other agency newsletters like the iTaukei Land Trust Board (TLTB), the Ministry of Taukei Affairs (MTA) and the Climate Change Unit (CCU);
- d. Publications and awareness materials on REDD+ in Fiji;
- e. Awareness materials translated into the iTaukei language and distributed broadly to help raise awareness. This process has allowed the REDD+ Secretariat to work closely with the Ministry of iTaukei Affairs and relevant partners in the translation of these awareness materials;
- f. Newspapers News articles, Feature stories, Opinion Editorials, Supplements, Advertisements
- g. Storing of REDD+ information, studies, statistics etc. through the following publication materials – Reports, Brochures, Fact Sheets, Info Briefs, Posters, Hand Bills, Booklets and Frequently Asked Questions (FAQs)
- h. Media Alerts Engagement with the media in the dissemination of information on REDD+

#### 8.1.5 Promotional Materials

REDD+ banners, billboards, T-shirts, USBs, posters, bookmarks, colouring book and pull up banners have been produced for the varying REDD+ stakeholders in Fiji.

#### 8.1.6 Training and Awareness

- a. Face to face consultations with key messages highlighting climate change and REDD+ concepts into on-going government outreach programmes;
- b. Participation of the REDD+ team at national and local events to showcase REDD+;
- c. Education and training of forestry extension officers and officials from the Department of Forestry, Ministry of Rural and Maritime and National Disaster Management, Ministry of Youth, iTaukei Land Trust Board (TLTB), the Climate Change Unit (CCU) and the Civil Society Organisations (CSOs) like the Soqosoqo Vakamarama, Nature Fiji Mareqeti Viti, WWF, Methodist Church, TSI Sangam, so that they are able to inform the communities of Fiji especially those living in rural areas; and
- d. Media local, regional and international media organisations for information awareness on REDD+ activities;
- e. Training conducted for the heads of the Provincial Council otherwise known as the Roko Tui, the assistant Roko and officers from the iTaukei Affairs Board.

**8.2** In addition to all stated above the Fiji National REDD+ Programme will also consider the following platforms and tools:

- Television Documentaries
- Video advertisements for e.g. Generic video adverts to be used in cinemas
- **Community Radio & Television** Work with Femlink Pacific using their community based suitcase radio station for REDD+ awareness as well as for Television
- Magazines Feature articles, Opinion Editorials; e.g. Mai Life Magazine
- **Media Engagement** Editors dialogue, Media Training sessions, Field Trips, Study Tours, Special one-on-one interviews;
- **Organising public events** like Conferences, workshops, forums, celebration of a special day, meetings, roundtable discussions, partners rallies, publicity campaigns, cross country road shows, participation in exhibitions are all public events that the Fiji National REDD+ Programme can participate in for relevant REDD+ awareness;
- Other Promotional Materials such as Cups, Umbrellas, Shirts, Notebooks, Calendars;
- Consultation and awareness by the Civil Society Organisation (CSO) Platform members on REDD+ to their relevant communities and key stakeholders at divisional

level and feedback from these workshops will be documented and queries answered to ensure a proper grievance feedback mechanism policy is followed;

- Consultation and Awareness by the Divisional Working Groups at divisional level to ensure a wider and more effective outreach to communities and stakeholders. It will also ensure more on-the-ground coverage for Districts with higher REDD+ relevancy<sup>5</sup>;
- Focus Group Discussions at community levels where individuals are pre-selected to collect information or gauge opinion on a specific issue or idea. It will be good to form focus groups at community levels for REDD+ work so as to provide a deliberate venue for learning, trust-building, creative problem solving and ultimately serve as a way for communities to influence strategic community planning and development. Individuals will also be able to express their views and there will be opportunities to hear the opinions of others and so address it accordingly<sup>6</sup>;
- Information and Education Campaigns (IEC) carried out for the public knowledge at large through activities like national oratory contests, REDD+ colouring competition or artwork competition. In addition, IEC campaigns can also be carried out through the social media, television and radio advertisements airing for a period of time and it can also be carried out specifically for community groups that need to know about the work of REDD+; and
- Conducting drama using local talent to talk about REDD

# 9.0 Implementation Strategy

The Fiji REDD+ Communications Strategy make the dissemination of information and awareness an integral part of the REDD+ process and is fundamental to achieving the significant development impact that the funding agencies and development partners are demanding.

To implement this Strategy successfully will require the following:

- The formation of a Communication and Awareness Working Group;
- A commitment to assigning budgetary allocation to communication activities planned by the Communication and Awareness Working Group;
- The REDD+ Unit to keep track of all REDD+ communication activities carried out by partners (including potential partners) through the establishment of a REDD+ Communication data base; and
- The REDD+ Unit should endeavour to procure the services of qualified persons/firms to implement those aspects of the Strategy for which it lacks or has inadequate capacity to undertake.

The Strategy (Annex 2) is designed for activity and programme implementation and will serve as a guide for the planned annual activities undertaken by the Communications & Awareness Working Group.

<sup>&</sup>lt;sup>5</sup> Proposed members for the DWG after the North and West meetings include the Divisional Commissioner, Divisional Forestry Officer, Agriculture Officer, Roko Tui/Conservation Officer, a rep from TLTB, Special Administrator, Provincial Administrator/District Officer, Industry rep (Sawmillers Association), Relevant NGO (WWF, Cl etc.), Environment Officer (Dept. of Environment), CSO – Faith based organisation representative, relevant academic institutions, landowner reps, Soqosoqo Vakamarama rep, IHRDP, Divisional CCDRM Officer, Department of Lands and Ministry of Fisheries reps.

<sup>&</sup>lt;sup>6</sup> Focus Group for Discussions [Retrieved from] <u>http://store.msuextension.org/publications/BusinessandCommunities/MT200807HR.pdf</u>

In addition, a separate Work Plan is produced annually to which the Fiji REDD+ Communications & Knowledge Management Specialist takes the lead role in its implementation.

# **10.0** Measuring Impacts (Monitoring & Evaluation)

The measurement of the effectiveness of the results of communication will be built into communication activities at various levels, using tools such as:

- Track response to REDD+ newsletters, bulletins and other informational materials through a feedback mechanism including contacts for further information, comments and suggestions from readers, opinion polls etc.;
- Number of target audience participants at events (goal would be to have at least 50 per cent of participants from the target audiences);
- Participant surveys/comment cards and feedback after events;
- Collect and interpret detailed web usage information;
- Number of documents downloaded from the website;
- Increase in social media followers, their feedback and comments;
- Assessment of media interest reflected by the number of articles published, radio and television news stories, talk back shows etc.;
- Number of event where video(s) are screened (local national events, overseas events etc.);
- Number of online views (website, YouTube channel);
- Number of requests for copies of videos;
- Conduct regular evaluations/assessments with communities at Project pilot sites to monitor changes in attitudes and behaviour towards deforestation and forest degradation activities and;
- Conduct customer satisfaction surveys.

Results from these activities will be conveyed to the National REDD+ Steering Committee and partners about the progress and impact of REDD+ communications. It will further enable informed decisions to be made so as to see whether to continue the implementation of scheduled activities or come up with newer activities.

# 11.0 Risk Management

Communicating is necessarily a public enterprise with consequent reputational risks, especially in dealing with difficult issues such as the handling of land tenure issues and the benefit sharing mechanism. Some risks are listed in the Table below with indications of how to handle them.

Risk	Action
Striving for high visibility attracts critical attention	Emphasise the importance of REDD+ in public communications over the importance of institutions
Partners actions/inactions compromise REDD+ activities and programmes	Collaborate with relevant stakeholders at the highest level to develop an equitable compromise between partners consolidation and project visibility
News articles published with incorrect or misinterpreted information	Preventative : Establish cordial relations with the media that will enable the journalist to cross check for accuracy before the publication of the

Figure 1 Communications Risk Management

Inadequate resources to meet communication demands Digital divide discriminates against developing countries	news story or feature article Remedial : request the right of response, letter to the editor, publication of correction Prioritise communications work against a clear and tested set of criteria Adopt the most suitable means of communication for the audience so that the less well-connected	
Disaster Risks	can benefit Fiji National REDD+ Programme's Communications and Awareness Working Group (CAWG) to come up with a strategy for disaster response to REDD+ activities	

#### Annex 1

Some of these pressing questions are also necessary for the formation of *Key Messages* for the Fiji National REDD+ Programme. They include:

- Who owns the carbon?
- Will the land be leased?
- How soon will they receive payment and how often?
- How much and how will this be distributed?
- Will they still have access to their forests?
- When is the money coming?
- How much do we get from REDD+?
- How will the money be shared amongst Mataqali members?
- How long do we have to wait?
- Is there any financing mechanism or alternative since our forest will be under REDD+?
- Can we still log our forest if it comes under REDD+?
- Can we still have access to our forest in terms of farming, fishing, getting firewood etc.?
- What is the process of payment from REDD+?
- Do we lease our land for REDD+?
- Does Forestry lease their land while their forest is under REDD+?
- What about non *Mataqali* members in the village, what benefits can we access?
- Who will be responsible for the planting, maintenance and harvest of the trees and crops planted?
- During the harvest of all the activities implemented will the government have any say in the distribution of income?