

# Communication &

the Grassroots capacity development for REDD+ in Asia project



**Caroline Liou, Communication Manager**  
**RECOFTC – The Center for People and Forests**



# RECOFTC background

- Founded in 1987 with support from FAO, Govt. of Switzerland (through ADB) and Kasetsart University, Thailand
- Engages with governments, international and UN agencies, NGOs, research and educational institutes, CSOs, the private sectors and local people
- Trained over 50,000 people from more than 27 countries



# Our vision and mission

## Vision

- Empowered local people are effectively and equitably engaged in the sustainable management of forested landscapes

## Mission

- To enhance capacities for stronger rights, improved governance and fairer benefits for local people in sustainable forested landscapes in the Asia and the Pacific region

# Where we work?



## RECOFTC FOCAL COUNTRIES

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Cambodia China Indonesia Lao PDR  
Myanmar Nepal Thailand Viet Nam

## COUNTRY PROGRAM OFFICES

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Cambodia Indonesia Lao PDR Myanmar  
Nepal Thailand Viet Nam

## WELL-ESTABLISHED PARTNERSHIPS

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India Malaysia Papua New Guinea the Philippines

# Grassroots capacity development for REDD+ in Asia project 2009-2016



# Project background

- Millions of forest dependent people - key players for forest-based climate change mitigation efforts
- Low level of knowledge and awareness on climate change and REDD+
- Grassroots perspective on REDD+ is still not well represented



# Project goal

Grassroots stakeholders in Asia are enabled to effectively contribute to the REDD+ planning and policy process, communicate their perspective to policy makers, and thus are well positioned to potentially benefit from REDD+ for local socio-economic development



# Project outcomes

**OC 1: Grassroots stakeholders use new knowledge on REDD+ and associated social safeguards and adapt it in the context of sustainable forest management in project countries**

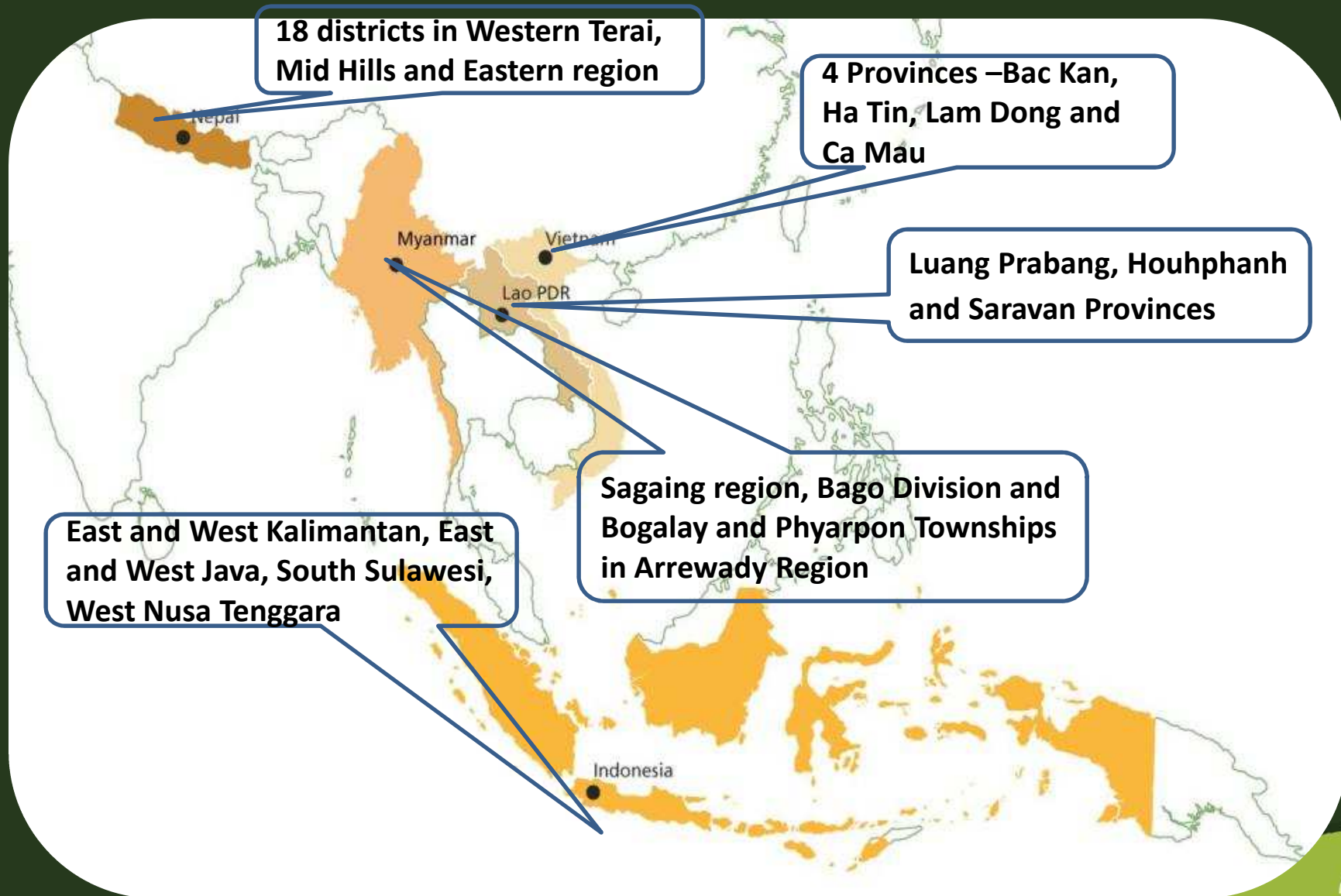
**OC 2: Policy makers and other key stakeholders are aware of concerns and aspiration of grassroots stakeholders with regards to REDD+ and climate change and in the context of sustainable forest management in the project countries**



# Who are grassroots stakeholders?



# Project locations

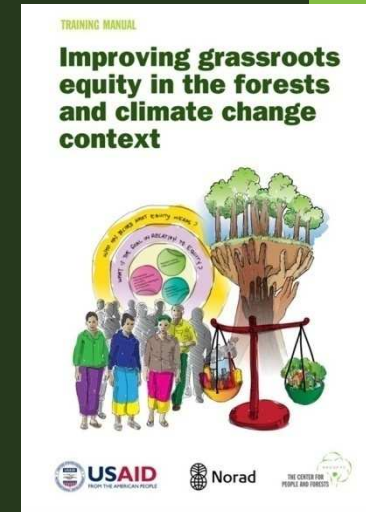


# Project approach



# Communication products

- REDD+ , FPIC Training manuals
- Gender, Equity Q&A booklets



A Training Manual

Putting Free, Prior, and Informed Consent into Practice in REDD+ Initiatives

Karen Edwards, Himmaman Thiraganon, Charles Spear and Ben Dreyfusman



Free, Prior, and Informed Consent in REDD+

Principles and Approaches for Policy and Project Development



Keadilan dalam perubahan iklim dan REDD+

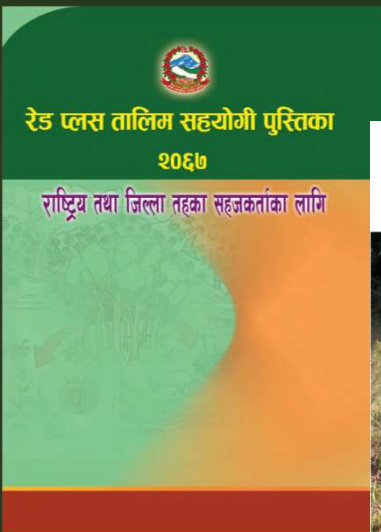
Buku panduan untuk fasilitator akar rumput

Pertanyaan dan jawaban



Climate Change, Forests and You

Capacity Building for REDD+ in the Asia Pacific Region March 2013



REDD+ လုပ်ငန်းစဉ်များအားလုံး



Equity in climate change and REDD+

A handbook for grassroots facilitators

Questions and answers



Một số thuật ngữ thông dụng liên quan tới Biến đổi khí hậu và REDD+

Dự án Tăng cường Năng lực về REDD+ cho cấp cơ sở tại Việt Nam Tháng 6 năm 2013



# Participatory dissemination approaches



# Participatory consultations

Community  
Level

Sub-national  
Level

National  
Level



Multi Stakeholder Discussion, Kavre District, Nepal



National Consultation Workshop on REDD+ Social Safeguards, Lao PDR

# REDD+ capacity development

- 1,000 capacity development events organized
- 50,000 stakeholders learned about REDD+ and climate change
- 40% women



# Cascading up grassroots concerns to policymakers – locally, nationally...

**Indonesia** – district-level working groups contribute to REDD+ projects

**Nepal** – partners are part of the natl REDD+ working group

**Myanmar** - partners are part of the CF natl working group

**Viet Nam** – partners contributing to provincial and site level REDD+ action plan

**National workshops** on Forests, Climate Change and Equity ahead of COP 21, in Lao PDR and Vietnam.





...regionally, internationally



# Working with local media

**Indonesia:** Citizen journalism

**Nepal:** Engaging media to support raising awareness on grassroots concerns





# Lessons learned – Communication

- **Messaging** : 1-way unclear & conflicting messaging can raise expectations/exacerbate misunderstanding, including on benefit sharing – 2-way (dialogue) can help address
- **Communication tool development:** Different tools for different audiences – products, events, supporting dialogue/reflection
- Don't overemphasize publications
- Translations – planning & time

# Lessons learned – Communication

- **Dissemination approaches:**

Who are the 'messengers' & what is their capacity, technical & in communication

Participation/dialogue/reflection - communication by & for stakeholders



# Lessons learned – Communication

- **Some ingredients of effective communication:**

Communication is part of the project proposal and plan from the beginning

Participatory approaches stakeholders in all stages

Communication officers involved not only in communication tool production



# THANK YOU

[www.recoftc.org/project/grassroots-capacity-building-redd](http://www.recoftc.org/project/grassroots-capacity-building-redd)

Local people hold the key to healthy forests

[Caroline.liou@recoftc.org](mailto:Caroline.liou@recoftc.org)