

## **Final Report of REDD+ Communication activities implemented in line with the Zambia REDD+ Communication Strategy**

### **Background and context:**

Zambia is among the first pilot countries to implement the climate-change mechanism to reduce emissions from deforestation and forest degradation (REDD+). To accompany the development of the National REDD+ Strategy, and as part of broader efforts to implement the National Joint Programme (NJP), a Communication Strategy for REDD+ in Zambia was developed.

In line with the above-mentioned, the United Nations Development Programme (UNDP) and the United Nations Environment Programme (UNEP) entered into a Letter of Agreement (LoA) where UNDP, with funding authorized by UNEP through the UNDP Zambia Country Office, provided support to UNEP for the implementation of the communication strategy which is part of the Zambia National Programme of the United Nations Collaborative Programme on Reducing Emissions from Deforestation and Forest Degradation (UN-REDD).

The Communications Strategy provides a framework for the Zambia National Programme and key partners to deliver key messages to selected target audiences during programme implementation. It identifies key stakeholders, appropriate messages and communication channels and tools for delivering the messages in order to achieve the desired results. The strategy was designed to assist the REDD+ Programme deliver on all the four Key outcome areas that are contributing towards the achievement of the Programme's goal: *To prepare Zambian institutions and stakeholders for effective nationwide implementation of the REDD+ mechanism.*

More specifically, this support is provided under Outcome 3 of the National Programme, which is "National governance framework and institutional capacities for the implementation of REDD+ strengthened". More broadly, these set of activities support the overall implementation of the Zambia National Programme.

### **Objectives:**

The Zambia REDD+ Communication Strategy identifies three objectives for the communication activities undertaken by the programme:

- a. Increased access to information on REDD+ and climate change, sustainable forest management and related issues among key stakeholders, including local communities.
- b. Communication activities supported the engagement and consultative processes on the National REDD+ Strategy during the REDD+ Readiness Phase.
- c. Capacities of selected and strategic national and community media in Zambia are strengthened to facilitate wider coverage of REDD+, sustainable forestry management and climate change issues in Zambia.

## Progress on Activities

Activity	Description of work undertaken during reporting period	Deliverables	Delivery date	Status of Activity (complete/on-going/delayed)	Comments - brief description of implementing challenges, strategy/actions which have been adopted to address these challenges and planned actions to mitigate any identified risks
Support radio and TV programmes on REDD+ linked to REDD+ Strategy development and related processes	<p>-As part of efforts to support radio and TV programmes on REDD+ linked to the REDD+ strategy, a training and capacity building programme has been held for media personnel. The meeting brought together over 30 different media houses together. Following the meeting, a number of the media personnel have been reporting both on radio and TV on REDD+ related issues. This meeting has engendered so much interest to the point that the media persons have called for more capacity building and support to enable them continue reporting on REDD+ and broader environmental issues. Further consultations and capacity building to be provided to specific media houses with interest in environmental issues.</p> <p>-As a follow-up to the media training and capacity building workshop, a strategic partnership was brokered with the Centre for International Forestry Research (CIFOR) in Zambia to jointly organize an editor's</p>	<p>-Draft report from media meeting</p> <p>-Increased TV and radio stations reporting on REDD+ and climate change issues</p> <p>-Increased awareness by media personnel on REDD+ issues</p> <p>-Identification of further areas of support and capacity building for media personnel</p> <p>-</p>	From July	completed	

	<p>meeting, which was organized in the Eastern Province of Zambia. The meeting brought together editors of major newspapers, radio and television stations to see how best they can support reporting on climate change and REDD+ related. This meeting is expected to open avenues for greater reporting on REDD+ issues including the strategy development process. The Nyimba meeting also brought together other stakeholders including some chiefs in the Eastern Province.</p> <p>-A short documentary on drivers of deforestation which had earlier been prepared has also been aired on several occasions by the Zambia National Broadcasting Corporation (ZNBC). The documentary, prepared with the support of the UN-REDD programme, underscores some of the key drivers of deforestation and how these can be addressed in Zambia. It highlights the importance of REDD+ as one of the actions that could be undertaken to address deforestation and forest degradation in Zambia.</p> <p>- As part of Provincial stakeholder engagement meetings, a number of radio and TV stations such as the National Agriculture Information Services (NAIS), the Zambian National Information Services (ZANIS) and other local and community radio stations were invited and participated in stakeholder meetings held in Northern, North-Western, Muchinga, Copperbelt and eastern Provinces. These radio and TV stations, have in turn, recorded and shared information on events at the Provincial level.</p>				
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<p>Promote and prepare material on the national REDD+ readiness process at major events</p>	<p>Concept notes, information briefs / packs developed are used in REDD+ meetings. This has helped increase awareness amongst various stakeholders within Zambia and out of Zambia.</p>	<p>Policy brief, information briefs<sup>1</sup></p>	<p>From July</p>	<p>completed</p>	
	<p>Notably for example, and as part of team efforts, the Zambia UN-REDD team developed and published an information note titled "Strategy in the Making: How Zambia Approached REDD+ Strategy Development: Lessons, Experiences and Strategic Directions". It is worth highlighting that, this publication was not prepared by a consultant or through the UNEP budget but by members of the UN-REDD team in Zambia as part of the broader communication outreach to partners. This publication has been utilized at UN-REDD Policy Board meetings and other national and international fora.</p> <p>-Further, media participated in the stakeholders meeting held in Siavonga to review the draft strategy. This has improved understanding of the strategy and the role of the media in creating awareness to both the general public and policy makers.</p>	<p>- Media continue to engage actively in the process of development of the strategy</p> <p>-Video clip</p>	<p>February 2015</p>		
	<p>Most recently, the Zambian National Broadcasting Corporation (ZNBC) is discussing collaborative arrangements with the UN-REDD programme to develop and air radio and TV series on deforestation and forest, as part of the preparations towards the high level dialogue on the national REDD+ strategy. It is hoped that, the discussions will lead to the further development of</p>		<p>March 2015</p>		

<sup>1</sup> Please refer to the success story: "Strategy in the Making: How Zambia Approached REDD+ Strategy Development: Lessons, Experiences and Strategic Directions"

	a joint initiative between ZNBC and the UN-REDD programme.				
Regularly updates on the REDD+ development in Zambia provided to national and global REDD+ websites, including the Zambia Wiki and UN-REDD Programme communication channels	UN-REDD reports are regularly uploaded on UNREDD net. This has helped increase awareness amongst various stakeholders. The Zambia Wiki is still under construction and would be refined with the finalization of the national REDD+ strategy, and the updates will commence once the wiki is up and running and as part of the implementation of the strategy	Reports and studies uploaded on the UN-REDD net  The publication on "Strategy in the Making: How Zambia Approached REDD+ Strategy Development: Lessons, Experiences and Strategic Directions" has been posted or referenced in other international websites	From July	completed	
Strengthen media capacity on REDD+	A media training workshop was organized. The workshop brought together selected number of key media personnel from different Provinces. The main objective was to enhance understanding of REDD+ and climate change concepts, carbon trading and forest conservation, increase the engagement of key stakeholders on REDD+ issues, specifically in the development of a <i>National Strategy to Reduce Deforestation</i> ("National REDD+ Strategy").  This training has helped to strengthen relationship and communication with national media and is enhancing wider coverage of climate change and REDD+ issues.  Furthermore, the awareness raising on REDD+ has helped to draw out key issues and options for consideration in the development of a REDD+ Strategy for Zambia.	Media training report <sup>2</sup>  -Increased awareness by media personnel on REDD+ issues  -Identification of further areas of support and capacity building for media personnel  -Partnerships in increasing awareness on REDD+  -Draft concept note from media persons to follow-up the UN-REDD strategic partnership with the media	From July	completed	

<sup>2</sup> Media training workshop report attached

	<p>In addition to the training, a site visit was organized for all the media personnel to give them a clear picture of deforestation and its implications.</p> <p>Finally, meetings held with Zambia National Broadcasting corporation to discuss possible partnership in starting up programs in both TV and radio focusing on deforestation in Zambia</p>		February 2015		
<p>Organize provincial level meetings for provincial, district and local community representatives to raise awareness on REDD+ and to inform them on the National REDD+ Strategy development process in collaboration with UNDP.</p>	<p>The promotion of sensitization and awareness raising at the Provincial level has been core to the work of Zambia's National Programme.</p> <p>Meetings have been undertaken in Copperbelt, Muchinga, Luapula, Northern and Eastern Provinces. These have provided an opportunity to build the capacity of Provincial and district Committees on REDD+ issues. The meetings have brought together key Government Ministries and civil society, media representatives, and private sector to share information, updates and knowledge on REDD+ issues, whilst concurrently providing an opportunity to draw key issues from various Provinces that are key to addressing REDD+ issues. In total, about 32 districts and approximately 300 people have participated in these meeting.</p>	<p>-Provincial reports<sup>3</sup></p> <p>-Strengthened partnerships amongst UN-REDD agencies to deliver as one (DaO) and leveraging the synergies between stakeholder engagement work and the implementation of the communication strategy</p> <p>- Key messages on REDD+ to Provincial and District levels decentralized</p>	From July	completed	
<p>Provide targeted communication materials and support to stakeholder engagement meetings, including the planned dialogue and stakeholder</p>	<p>Targeted communications materials and overall support have been provided to stakeholder meetings with youth, civil society and private sector.</p> <p>For example, as part of the stakeholder engagement work that UNDP facilitates, a</p>	<p>-UN-REDD Policy Brief on Private Sector disseminated</p> <p>-Targeted information shared with key REDD+ stakeholders</p>	From July – Jan 2015	completed	

<sup>3</sup> Provincial reports and participation list attached

<p>forums on REDD+ (youth, CSO and private sector) and at a high-level policy dialogue meeting.</p>	<p>meeting was held with the private sector in North-Western province. In preparation for this, information was sought from UNEP to ensure that the engagement with the private sector is very focused and targeted.</p> <p>The objective of the meeting is to raise awareness on REDD issues amongst the private sector stakeholders and also identify potential areas of involvement in the REDD process.</p> <p>In addition to the private sector, the youth and CSOs have been involved in a number of stakeholder meetings mainly as part of broader national and provincial stakeholder meetings or as separate meeting. This has generated a lot of interest from the youth. As a result, the Youth have recently shared a proposal with the UN-REDD programme on further capacity building for the Youth on REDD+</p>				
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#### Financial summary in USD

A total amount of USD 140,000 has been utilized up to date. A summary of this provided in the table below.

#### Financial summary in USD

Activity	Original Budget (USD)	Expenditures incurred as at March (2015) (USD)	Total Expenditures (USD)
<b>Activity 1</b>			
Support radio and TV programmes on REDD+ linked to REDD+ Strategy development and related processes	5,000	00	00
<b>Sub-total</b>	<b>5,000</b>	<b>00</b>	<b>00</b>
<b>Activity 2</b>			
Produce (draft, design and layout), print and circulate policy brief, success story	17,700	6,388	6,388
<b>Sub-total</b>	<b>17,700</b>	<b>6,388</b>	<b>6,388</b>
<b>Activity 3</b>			
Promote and prepare material on the national REDD+ readiness process at major events	5,350	1,638	1,638
<b>Sub-total</b>	<b>5,350</b>	<b>1,638</b>	<b>1,638</b>
<b>Activity 4</b>			
Strengthen media capacity on REDD+	3,250	3,000	3,000

<b>Sub-total</b>	<b>3,250</b>	<b>3,000</b>	<b>3,000</b>
<b>Activity 5</b>			
Strengthen media capacity on REDD+ by organizing training, site visit and round table	35,500	24,698	24,698
<b>Sub-total</b>	<b>35,500</b>	<b>24,698</b>	<b>24,698</b>
<b>Activity 6</b>			
Provide targeted communication materials and support to stakeholder engagement meetings	9,000	8,700	8,700
<b>Sub-total</b>	<b>9,000</b>	<b>8,700</b>	<b>8,700</b>
<b>Activity 7</b>			
Organize provincial level meetings for provincial, district and local community representatives to raise awareness on REDD+	64,200	95,576	95,576
<b>Subtotal</b>	<b>64,200</b>	<b>95,576</b>	<b>95,576</b>
<b>Total</b>	<b>140,000</b>	<b>140,000</b>	<b>140,000</b>

  
 Signed by.....  
 Position..... *Finance Officer* .....  
 Date..... *20/04/2015* .....