



Environmental Education and Communication Strategy – EECS

ProCEED employs an overall 10-step communication strategy in order to reach the project's overall objective: "Knowledge, attitudes and behaviour related to the environment, biodiversity and climate change in Laos have improved through communication and education". A wide range of national print and broadcasting media, community communication channels and non-formal education activities are combined in a well-coordinated multi-year Environmental Education and Communication Strategy (EECS).

ProCEED's focus during 2012-2014 is on areas in the Sayaboury, Houaphan and Khammouane provinces where other Lao-German projects related to climate change, forest and biodiversity protection are implemented. The EECS outputs support ProCEED's visibility as a project and promote environmental awareness in Laos, particularly in the Sayaboury, Houaphanh and Khammouane provinces.

The project analyzed (Step 1) a low environmental awareness among decision makers and opinion leaders as well as the general public in Laos. This is a substantial challenge to the national economy, which is highly dependent on natural resources. Some of the country's crucial forms of natural resource utilization such as rain-fed rice cultivation and hydro-power generation are threatened by climate change. In addition, unsustainable hunting and timber exploitation, expanding agriculture, and the granting of large concessions have put a tremendous strain on Laos's natural resources. Deforestation, loss of biodiversity, declining availability of non-timber products and shrinking fish stocks are some of the major environmental factors that put poor rural families at risk in particular.

The EECS' three major target groups are (1) the general public nationwide, (2) rural people in mountainous areas and poor villages in GIZ project areas in the mentioned provinces, and (3) decision makers and opinion leaders at the national, province and district level (Step 2). A Knowledge-Attitude-Practice (KAP) Survey in 2012 collected information on what 1,350 respondents in Vientiane and the mentioned provinces know, believe and do in relation with climate change, biodiversity and the environment. It also identified frequently used media which are trusted with conveying environmental information. The survey's net result is that almost all respondents know little and often have non-consistent attitudes and opinions about climate change, biodiversity and environmental issues. People interviewed state that they need more information on issues such as disaster risk management, forest protection or livelihood aspects. The KAP survey provided ProCEED with a baseline for evaluation and monitoring, and with inputs for its media and educational activities. Consequently, ProCEED identified trusted media, communication channels and intermediary organizations in touch with selected target audiences who will promote the EECS.



Stage 1 Assessment

- 01 Situation analysis and problem identification
- 02 Audience and Knowledge-Attitude-Practice (KAP) analyses
- 03 Communication objective

Stage 2 Planning

- 04 Communication strategy
- 05 Partner involvement
- 06 Media selection and mix

Stage 3 Production

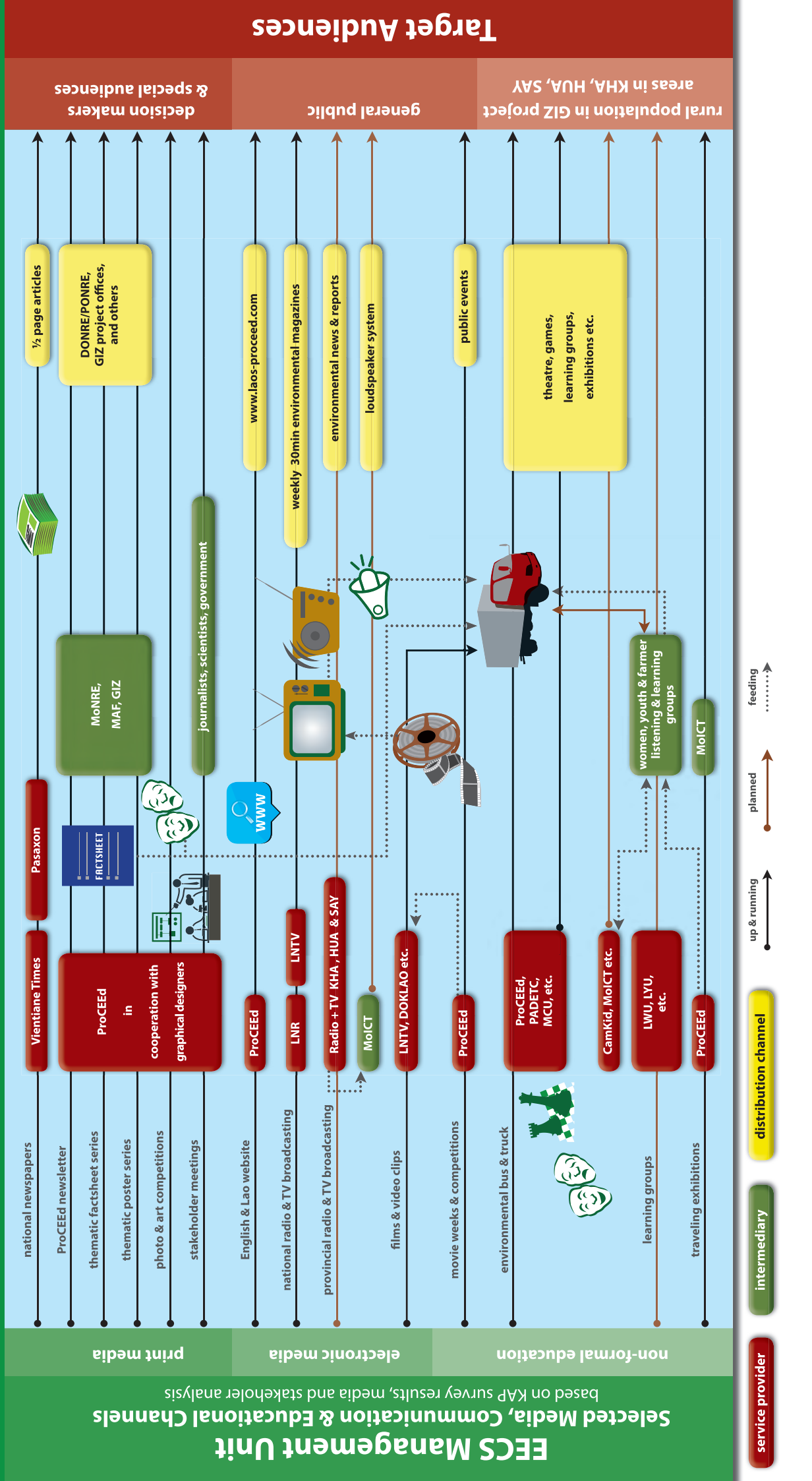
- 07 Message design
- 08 Media production and pre-testing

Stage 4 Action & Reflection

- 09 Media performances & field implementation
- 10 Process documentation and M&E



Environmental Education & Communication Strategic Plan 2013 - 2014





ProCEED defined the following communication objectives (Step 3), which are identical with two of the project's indicators for successfully achieving its objectives:

- As a result of media activities, target audiences in Sayaboury, Houaphanh and Khammouane, and at the national level show a 45% increase in knowledge and a 30% rise in positive changes in attitudes regarding environmental protection, biodiversity conservation and climate change.
- As a result of non-formal educational measures, selected rural target groups in Sayaboury, Houaphanh and Khammouane show a 65% increase in knowledge, a 45% rise in positive changes in attitudes, and a 25% rise in positive changes in practices in respect with environmental protection, biodiversity conservation and climate change.

The KAP conclusions call for a 'heating up society' strategy design (Step 4) where a limited series of related, short and simple messages over many media and communication channels and over a period of at least some years. A 'two-step flow of communication' approach is applied: from the mass media to opinion leaders who then communicate interpersonally with their peer groups.

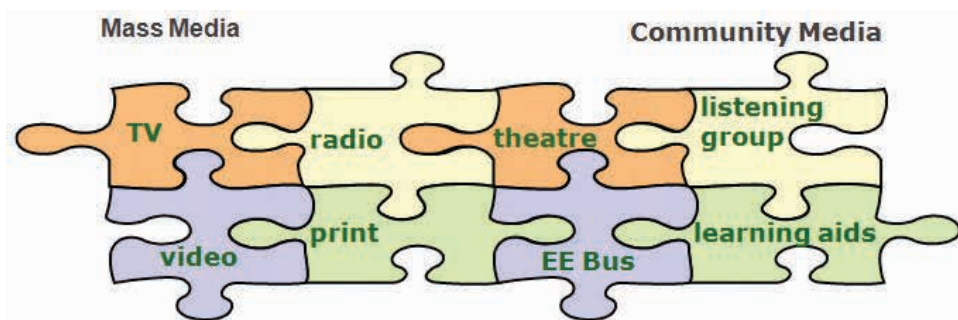
The EECS will use an infotainment approach because information combined with entertainment will increase emotional identification and will make complex themes easier to understand.

Strategy management planning is a process to make all proposed activities happen so that, by doing so, the project achieves its objectives. As indicated in the chart overleaf, ProCEED manages three distinct production lines related to print media, electronic media and non-formal environmental education. Each of these lines of work has its own service providers, intermediaries and distribution channels. Service providers typically contribute contents, graphical support or media and pedagogical skills – they write edit or publish texts, produce or select photos, illustrations, videos or a TV or radio show, facilitate learning groups through training, events and infotainment such as songs, games, exercises or role plays. Intermediaries such as line ministries, subject matter or technical experts and mass and civil society organizations support the service providers in their work. The distribution channels actually deliver the media produced to the targeted audiences: general public, rural people in GIZ project areas, and decision

makers and opinion leaders. This can be a website, a newspaper, a broadcasting show, a theatre play, an exhibition, a public event, a project outreach or extension unit or a bus tour visiting a village combining a variety of the media and tools mentioned.

Due to the complex nature of environmental awareness, ProCEED cannot implement the EECS on its own. Partners involved (Step 5) comprise the national broadcasting system (LNTV & LNR), major newspapers, as well as mass and non-governmental organizations. TV is the most trusted and most consumed media while radio is the only pro-poor mass medium. The Pasaxon and Vientiane Times newspapers are read by decision makers and opinion leaders at all levels. The interpersonal communication channels used by mass and non-governmental organizations are highly trusted and relevant for the two-step flow of environmental communication.

No single medium is good for all purposes and target groups. Therefore, the EECS media mix (Step 6) employs print and electronic media at the national, provincial and district level and non-formal environmental education activities mostly implemented at the community level. The mass media provide basic knowledge, information dissemination, massive outreach, and regular programming. The community-based activities are best suited for instigating motivation and mobilization, action orientation, easy access and local context and two-way communication.





EECS message design (Step 7) combines the Kiss AIDA principles (Keep it short and simple so that the message catches the audience's attention, creates interest, triggers a desire, and leads to action) with 'Love not Loss' social marketing in biodiversity conservation. As too many negative extinction-type messages generate apathy instead of action, love of nature as a driver for public behavior is emphasized (love + action = public change).

Focusing on economic needs and financial benefits in combination with action orientation is key to policy and business decision making (need + action = policy change). Message design follows a strict quality management process regarding basic facts about themes relevant to ProCEED. So far, so called 10 FACTS flyers have been produced on climate change, comanagement of National Protected Areas, biodiversity and wildlife conservation, and will also be applied to a series of posters and Power Point presentations.

Media productions (Step 8) as well as media use and the implementation of environmental education activities (Step 9) include a wide range of communication channels and pedagogical tools. Aside from the project's website as an overall media hub, weekly environmental magazines on LNTV and LNR, and 'Green Corners' in Pasaxon and Vientiane Times are the most prominently visible media.

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Regarding educational activities, Environmental Tours using a custom-made truck and a bus engage urban audiences and remote rural communities alike in local theatre, learning groups and road shows. All media and educational activities are multipurpose in nature, i.e. interrelated and mutually supporting each other. For example, the photos gained through a national photo competition feed into the website, print media or the Environmental Tours. LNTV video clips or films produced during a film summer school can be used for trainings, non-formal education events or the Environmental Tours.

All media and educational activities are continuously recorded for process documentation and Monitoring & Evaluation purposes (Step 10) so that measures can be improved and repeated in due time. The crucial question is: How do we know we are successful?



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Promotion of Climate-related Environmental Education - ProCEED

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ProCEED is a Lao-German development cooperation project implemented by the Lao Ministry of Natural Resources and Environment (MoNRE) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The project aims at improving knowledge, attitudes and practices regarding environmental and biodiversity protection as well as climate change adaptation in Laos.

