Sumatran Tiger Communication Strategy

Transforming Effectiveness of Biodiversity Conservation in Priority
Sumatran landscapes

Sumatran Tiger Project

Jakarta

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A. Project background

Sumatran Tiger is a project that will be implemented under the framework of the UNDP Country Programme Action Plan (CPAP) 2011 – 2015 applying the National Implementation Modality (NIM), where the Ministry of Environment and Forestry will act as the Implementing Partner. The Implementing Partner is responsible and accountable for managing the project - including the monitoring and evaluation of project interventions and achieving project outputs, and for the effective use of project resources.

The Directorate of Biodiversity Conservation under the DG of Natural Resources and Ecosystem Conservation (KSDAE), MoEF is the government institution responsible for the daily execution and coordination of the project. They will work closely with relevant directorates within the DG of KSDAE, national park agencies and relevant BKSDA offices.

The Director of the Biodiversity Conservation Directorate will act as the National Project Director (NPD), who is the MoEF focal point for the project. The NPD will be responsible for providing government facilitation and guidance for project implementation. The NPD will not be paid from the project funds, but will represent a Government in-kind contribution to the Project.

The project will focus on the national parks of Bukit Barisan Selatan (0.36 million ha), Kerinci Seblat (1.39 million ha), Gunung Leuser (1.10 million ha), Berbak (0.14 million ha) and Sembilang (0.20 million ha). Several of these national parks connect to other biodiversity-rich conservation areas; Batang Hari Protection Forest (0.33 million ha) adjoining Kerinci Seblat, and the Ulu Masen ecosystem (0.75 million ha) connecting to the wider Leuser ecosystem (1.25 million ha; which encircles Gunung Leuser National Park).

The project will also include a sample of the forest concessions surrounding these national parks, primarily consisting of production forest. Most of these areas will be selected based on an assessment in the project preparation phase.

The Kampar-Kerumutan landscape (0.98 million ha) has already been identified as being strategically important because a portion of suitable tiger habitat in Kampar is being transferred from production forest to Ecosystem Restoration Concessions and this would offer an opportunity to manage this area as a tiger source population for the wider landscape and as a pilot for enabling a positive change in its status.

Besides conserving wildlife, the project aims to enhance the protection all of the main Sumatran forest types, namely dryland forest types on mineral soils : Lowland Forest (0-300 m asl); Hill Forest (300-800 m asl); Submontane Forest (800-1400 m asl); and Montane Forest (>1400 m asl); Freshwater Swamp Forest, Mangrove, and Peat Swamp Forest. See the Landscape Profiles in Annex 1 for further information on the habitat types represented in each project landscape.

The project goal is to contribute to the conservation and sustainable use of globally significant biodiversity in Indonesia. The project objective is to enhance biodiversity conservation in priority landscapes in Sumatra through adoption of best management

practices in protected areas and adjacent production landscapes, using tiger recovery as a key indicator of success.

The most plausible way to achieve this will be through implementing the MoEF's NTRP because it contains many of the key elements required for protecting forests and wildlife in Sumatra.

The project recognizes that past actions to achieve this in Sumatra this have been hampered by poor institutional planning, co-ordination and cooperation within and between different government and civil society organizations. This is due to the lack of an effective framework for information exchange and strategy development, few focal points for collaboration and a lack of capacity and key expertise to perform the required actions.

The project aims to address a range of institutional, governance and financial issues that presently prevent the project objective from being achieved. To do so, it will create a model biodiversity management system based on government-civil society organization partnerships that is operational across the target landscapes and that can be scaled-up across Sumatra and, potentially, across Indonesia.

To achieve Sumatran Tiger project's objectives, the project's intervention has been organized into three components:

Component 1: Increased effectiveness of key protected area management institutions will address the first barrier, weak natural resource governance and protected area management capacity, through strengthening the adaptive management capacity of the MoEF at central and protected area levels for the five target national parks, upgrading PA management plans, renewing the NTRP, strengthening patrolling and law enforcement capacity, and introducing systematic monitoring and evaluation of PA management effectiveness.

Component 2: Inter-sectoral coordination systems developed for priority landscapes will address the second barrier, poor institutional coordination between multiple agencies for wildlife and forest conservation, by bringing together all of the relevant agencies (at national and local levels) through creating biodiversity management partnerships that focus on the pertinent issues of illegal wildlife trade, infrastructure development, exotic plantation operations in PA buffer zones and human-tiger conflict mitigation. Efforts here will be guided and monitored through project developed tiger, prey and threat assessments.

Component 3: Sustainable financing for biodiversity management will address the third barrier, inadequate financial planning and management for protected areas, by demonstrating and sharing new sustainable financing mechanisms to meet long-term management expenditure needs for protected areas in priority landscapes with the potential to replicate successful models elsewhere in Indonesia, and piloting public-private partnerships in high biodiversity sites adjacent to protected areas to support biodiversity-friendly land use within priority landscapes.

B. Learning and Knowledge Sharing

The project will develop a communications strategy in the first year, which will be updated annually. This will include capturing and disseminating lessons learned, for review at PB meetings to inform the direction and management of the project, and shared with project stakeholders as appropriate.

A project completion report will document the project's achievements and lessons learned at the end of the project. Results from the project will also be disseminated within and beyond the project intervention zone through many existing information sharing networks and forums.

C. Sumatran Tiger Communication Initiatives

Sumatran Tiger Communication Initiatives will revolve around supporting Sumatran Tiger Project's interventions. The project is trying to change policy, behavior and practices of Sumatran Tiger Stakeholders towards better management of protected areas and increase awareness of Sumatran tiger conservation.

The proposed long-term solution for securing Sumatra's forests, wildlife and ecosystem services lies in consolidating a network of effectively managed and adequately funded protected areas that are supported by complementary actions in the adjacent forests and communities to achieve sustainably managed landscapes.

The project aims to achieve this through strengthening the management effectiveness and sustainable financing of key national parks and by developing multi-agency partnerships across multiple provinces and providing incentives for communities in key areas to reduce forest encroachment and illegal hunting of protected species.

At present, the main barriers to achieving this vision are a combination of weak natural resource governance and protected area management capacity, poor inter-agency coordination, and inadequate financial planning and management for protected areas.

Sumatran Tiger Communication initiatives are developed to increase advocacy of Sumatran Tiger Project using communication and engagement as the main tools. Sumatran Tiger advocacy builds from four underlying activities. The activities are building awareness, capacity building. Lobbying and networking to support project's intervention components. The activities will be outlined as follows:

1. Building awareness activities will target formal, informal and mass audiences using communication and engagement tools that will be developed by Communication and Reporting Specialist/Officer.

   The targeted audiences are KLHK, Dirjen KSDAE, BKSDA, BPDAS, Dishut, Police, National Parks, Provincial and local government institutions, NGO partners, Project Board, Bappenas, Bappeda, CBOs, donor agencies, UNDP Indonesia and general audiences consist of medias, visitors, communities, schools, universities, environmental groups.

   The communications and engagement products are Quarterly Bulletin, Quarterly Monitoring Reports, short animations and videos, updated leaflets,

fact sheet and brochures, website and social media channels to present the latest information regarding Sumatran Tiger's Development in landscape and national levels.

The output of these activities is documentation of Sumatran Tiger's activities in national and landscape levels disseminated through Sumatran Tiger's information channels.

The outcome of these activities is key stakeholders' awareness, appreciation for Sumatran Tiger conservation increased.

2. Capacity building activities will require project to train relevant stakeholders related to project's communication strategy using communication/campaign materials. The relevant stakeholders are journalists, citizen journalists, staff of national parks and member of communities.

   The training will inform them about Sumatran Tiger conservation initiatives to increase media coverage on Sumatran Tiger's activities. Local and national journalists and media will be involved in the events.

   The communication and engagement products used in the training are training materials and modules that will generate articles, features, photo essay, short animations and videos detailing project solutions/interventions that can be used in Sumatran Tigers communication channels and traditional/social media channels.

   The output of these activities is to inform and train relevant stakeholders about Sumatran Tiger conservation initiatives to increase media coverage on Sumatran Tiger's activities.

   The outcome is national, local media and journalists can monitor, document, and publicize the positive impact of Sumatran tiger's conservation.

3. Networking activities start with identification of relevant network to help communicate Sumatran Tiger project interventions, solutions and to develop lessons learned. Sumatran Tiger communication network consist of journalist and citizen journalist (bloggers, social media influencers) as well as staff from national parks who will be trained with reporting and communication technique to engage directly with project's activities. After network identification, the project will engage the network through several trainings and media gathering. Information produced by the network will be monitored and used as part of project implementation report during the reporting period.

4. Lobbying activities depends on project needs. Communication and Reporting Specialist will support with customized communication products to address specific problems or issues in front of governing bodies.

The details of Sumatran Tiger Communication initiatives can be found in the Table 1. Below.

Table 1. Sumatran Tiger Communication Initiatives

Activities	Timing	Output	Targetted Stakeholders	Communication Product	Communication Channel	Outcome
A. Raising awareness Producing and sharing information	Q1-Q4	Documentation of Sumatran Tiger's activities in national and landscape levels disseminated through Sumatran Tiger's information channels.	KLHK, Dirjen KSDAE, BKSDA, BPDAS, Dishut, Police, National Parks, Provincial and local government institutions, NGO partners, Project Board, Bappenas, Bappeda, CBOs, donors, UNDP Indonesia	Quarterly Bulletin QMR Updated Fact sheets Updated leaflets/brochures Short animations and videos detailing project achievements	Direct engagement by sending the communication products directly to Sumatran Tiger's stakeholders.	Key stakeholders' awareness, appreciation for Sumatran Tiger conservation increased.

			General audiences, medias, visitors, communities, schools, universities, environmental groups	Press releases Updated Fact sheets Updated Leaflets Updated brochures Short animations and videos detailing project achievements Souvenirs (pens, notebooks, stickers, Tiger dolls)	Direct engagement, websites, traditional and social media channels	General stakeholders' awareness, appreciation for Sumatran Tiger conservation increased.
B. Capacity building Training relevant stakeholders supported by training modules and campaign materials as well as communication strategies.	Q3-Q4	Training to inform journalists about Sumatran Tiger conservation initiatives to increase media coverage on Sumatran Tiger's activities.	Local and national journalists and media.	Training materials and modules Articles, features, photo essay, short animations and videos detailing project solutions/interventions Training events. The timing will be discussed according to	Direct engagement, website, traditional and social media channels	Ability of national, local media and journalists to monitor, document, and publicize the positive consequences of Sumatran tiger's conservation.

				development of project's activities.		
		Multimedia training (Photo stories and videos) for citizen journalists.	Citizen journalists from schools, universities and local communities.	Training materials and modules Photo stories, short animations and videos detailing project solutions/interventions Training events. The timing will be discussed according to development of project's activities.	Direct engagement, website, traditional and social media channels	Ability of citizen journalists to monitor, document, and publicize the positive consequences of Sumatran Tiger conservation.

		Specific project related communication trainings related to project's interventions like METT, SMART-RBM and Scientific Monitoring will be conducted based on Project's development	Facilitators and Staff from national parks, NGO partners, communities and local citizens supporting Sumatran Tiger initiatives	Training materials and modules Photo stories, short animations and videos detailing project solutions/interventions Training events. The timing will be discussed according to development of project's activities.	Direct engagement, website, traditional and social media channels	Specific stakeholders' awareness, skills and appreciation for Sumatran Tiger conservation increased.
C. Networking with relevant stakeholders Identifying, mapping and engaging with Sumatran Tiger's stakeholders.	Q3-Q4	Journalist trips or journalist visits by national and local journalists. The output is journalists are reporting SUMATRAN TIGER'S solutions and	In all landscapes	Field trips Training materials and modules Photo stories, short animations and videos detailing project solutions/interventions Training events.	Direct engagement, website, traditional and social media channels	Ability of national and local journalists to monitor, document, and publicize the positive consequences of Sumatran Tiger conservation.

Following important national and local events to increase Sumatran Tiger's coverage		initiatives, media coverage.		The timing will be discussed according to development of project's activities.		
		Media gathering, locally and nationally. The output is SUMATRAN TIGERS activities are covered with positive images.

The output is journalists are reporting SUMATRAN TIGER'S solutions and initiatives, media coverage. | In all landscapes | Training materials and modules

Photo stories, short animations and videos detailing project solutions/interventions

Gathering event

The timing will be discussed according to development of project's activities. | Direct engagement, website, traditional and social media channels | Ability of citizen journalists to monitor, document, and publicize the positive consequences of Sumatran Tiger conservation. |
| | | Community outreach program (the project involves | In all landscapes | Training materials and modules | Direct engagement

Field trips | General stakeholders' awareness, appreciation for |

		in local and national events) to engage with Sumatran Tiger's stakeholders and to produce reports, stories on the impact of project to people's live. The output is producing campaigns, stories and lessons learned based on community input.		Photo stories, short animations and videos detailing project solutions/interventions The timing will be discussed according to development of project's activities.		Sumatran Tiger conservation increased.
D. Lobbying to influence governing bodies Addressing specific policies and issues in front of governing bodies	Q3-Q4	Meeting with specific implementation partners and stakeholders locally, nationally and internationally. The output is Sumatran Tiger's concerns are addressed by relevant	In all landscapes	Quarterly Bulletin QMR Updated Fact sheets Updated leaflets/brochures Short animations and videos detailing project achievements	Direct engagement Coordination meetings.	Governing bodies' level of awareness and appreciation increased to ensure that governments, decision-makers embrace Sumatran Tiger's solutions.

		governing bodies by producing policy brief and fact sheet addressing special concerns.				

D. Current Development

Sumatran Tiger Communication and Reporting Specialist has developed Sumatran Tiger's communication channels and engaged with relevant stakeholders using website and social media. CRS has also developed content for the websites and social media channels and is updating Sumatran Tigers communication products.

This will include capturing and disseminating lessons learned, for review at PB meetings to inform the direction and management of the project, and shared with project stakeholders as appropriate.

A project completion report will document the project's achievements and lessons learned at the end of the project. Results from the project will also be disseminated within and beyond the project intervention zone through many existing information sharing networks and forums.

The strategy to capture and disseminate lessons learned has been created. Communications channels used for lessons learned dissemination will also include traditional media channels (tv stations, newspapers) in the form of multimedia communication products.

Sumatran Tiger project communication activities are guided by 10 key strategies. They are: communicating partnership is the key; focus on Sumatran Tiger Project to create collective understanding; bring stories and perspectives of Sumatran Tiger's partners; create stories of collaborations, supports and responsibilities to make changes in communities; bringing together different experiential knowledge from communities; link the knowledge with available local, national and global scientific evidence; support learning culture; focus on giving solutions; be flexible and responsive; and the last; be more courageous about using communication tools.

The final goal is Sumatran Tiger as a well-respected initiative that will create positive impact in Sumatran Tiger conservation initiatives as well as Sumatran ecosystem restoration initiatives.

10 KEY STRATEGIES TO DEVELOP LESSONS LEARNED

1. COMMUNICATING PARTNERSHIP IS KEY
2. FOCUS ON PROJECT TO CREATE COLLECTIVE UNDERSTANDING
3. BRING STORIES AND PERSPECTIVES OF OUR PARTNERS
4. CREATE STORIES OF COLLABORATIONS, SUPPORTS AND RESPONSIBILITIES TO MAKE CHANGES IN COMMUNITIES
5. BRINGING TOGETHER DIFFERENT EXPERIENTIAL KNOWLEDGE FROM COMMUNITIES
6. LINK THE KNOWLEDGE WITH AVAILABLE LOCAL, NATIONAL AND GLOBAL SCIENTIFIC EVIDENCES
7. SUPPORT LEARNING CULTURE
8. FOCUS ON GIVING SOLUTIONS
9. BE FLEXIBLE AND RESPONSIVE
10. BE MORE COURAGEOUS ABOUT USING ALTERNATIVE COMMUNICATION TOOLS (ALL PLATFORM OF SOCIAL MEDIA AND MESSAGING SERVICE)