



Ministry of Natural Resources and  
Tourism  
Forestry and Beekeeping Division

Conservation and Management of the Eastern Arc  
Mountain Forests Project

**Information, Education and Communication  
Strategy  
for the Eastern Arc Mountain Forests of  
Tanzania**

**Strategy and Action Plan**

*Forestry and Beekeeping Division.*  
P.O. Box 426, DAR-ES-SALAAM.  
*Telephone (+255) 022 2126844 or 2130091*  
*Email: [easternarc@easternarc.or.tz](mailto:easternarc@easternarc.or.tz)*

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### FOR MORE INFORMATION CONTACT:

|  |  |
|--|--|
| Eastern Arc Mountains Conservation Endowment Fund (EAMCEF)<br>PO Box 6053<br>Morogoro<br>Tanzania<br>Tel. 255 (0) 23 2613660<br>Fax. 255 (0) 23 2613113<br>Email: <a href="mailto:eamcef@easternarc.or.tz">eamcef@easternarc.or.tz</a><br><a href="http://www.easternarc.or.tz">www.easternarc.or.tz</a> | Tanzania Forest Conservation Group<br>PO Box 23410<br>Dar es Salaam<br>Tanzania<br>Tel.: 255 (0)22 2669007<br>E-mail: <a href="mailto:tfcg@tfcg.or.tz">tfcg@tfcg.or.tz</a><br><a href="http://www.tfcg.org">www.tfcg.org</a> |
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## Executive Summary

This document is an information, education and communication strategy and action plan for the Eastern Arc Mountain forests of Tanzania. The strategy provides a framework for communication in the Eastern Arc. It identifies **why** we are communicating about the Eastern Arc; **who** the main stakeholders are; **what** the messages should be and **how** they can most effectively be delivered. The strategy also highlights linkages with other relevant processes ongoing in Tanzania and discusses issues of sustainability, implementation and gender. The action plan recommends a detailed series of activities to achieve the aims and objectives of the strategy.

The Eastern Arc Mountain forests have been identified as a national priority for improved forest management due to their important role in water catchment and their globally important biodiversity values.

The Conservation and Management of the Eastern Arc Mountain Forests (CMEAMF) Project which is the third component under the Tanzania Forest Conservation and Management Project (TFCMP) of the Ministry of Natural Resources and Tourism (MNRT) is a consortium effort between government departments and NGOs with the aim of achieving the sustainable conservation of the forests. The Tanzania Forest Conservation Group (TFCG) and CARE International in Tanzania are NGOs contracted by the MNRT to undertake parts of this major project, all with financial support from UNDP / GEF.

The aim of CMEAMF is: *To develop and implement conservation strategies that ensure the sustainable conservation of the Eastern Arc Mountain forests, both for the conservation of forests and biodiversity, but also to ensure the livelihoods of the more than a million people living on the mountains and the millions more who are dependent on the water and the hydro-power coming from these areas.*

This information, education and communication strategy is one component of CMEAMF. The Tanzania Forest Conservation Group has facilitated the development of this strategy through a process of consultation with key Eastern Arc Mountain forest stakeholders. The detailed results of the consultation process are presented in a separate volume 'Communicating about the Eastern Arc - results of a stakeholder consultation process' (MNRT, 2005) which is available online at [www.easternarc.org](http://www.easternarc.org) and at [www.tfcg.org](http://www.tfcg.org).

The communication strategy has three objectives. These are:

**Objective 1:** To increase key stakeholder's understanding of the value of Eastern Arc Mountain forests, the threats that they currently face and the importance of investing in their sustainable management.

**Objective 2:** To raise awareness on the National Forest Policy and Forest Act and to encourage feedback and participation from Eastern Arc Mountain stakeholders.

**Objective 3:** To guide stakeholders to implement formal and informal environmental education and information sharing activities in a more effective and coordinated way within the Eastern Arc Mountains.

There are five 'communication themes' which underpin the strategy. These are:

1. Economic growth and poverty reduction in Tanzania depend on the sustainable management of the Eastern Arc Mountain forests.
2. The Eastern Arc Mountain forests are globally important.
3. The Eastern Arc Mountain forests are under threat from human activities.

4. It is your responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.
5. This is the role that you can play in implementing the National Forest Policy and the Forest Act in the Eastern Arc Mountain forests.

Based on a process of stakeholder identification, the strategy identifies ten 'communication partner' groups including: central government, local government, Eastern Arc Mountain communities, civil society organisations, development partners, environmental education practitioners, politicians, general public, media and international conservation organisations.

This information, education and communication strategy provides an opportunity for these multiple stakeholders to implement communication activities. The success of the strategy depends on cooperation between these multiple stakeholders. Central and local government have a particularly important role to play.

This Eastern Arc Mountain forests information, education and communication strategy overlaps with and contributes to the National Forest Programme communication strategy and the Draft National Environmental Education and Communication Strategy (NEECS). For effective implementation of this strategy, the need for establishing strong links, coordination and cooperation with these other strategies can not be overemphasised.

An action plan for the Eastern Arc Mountain forests information, education and communication strategy presents those activities necessary to achieve the objectives of the strategy. Through the CMEAMF, TFCG propose to pilot the plan in two mountain blocks: the Uluguru Mountains (Morogoro and Mvomero Districts) through the Uluguru Mountains Environmental Management and Conservation component of CMEAMF and in the Rubeho Mountains (Mpwapwa District).

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## Acronyms

|                |   |
|----------------|---|
| <b>BBC</b>     | British Broadcasting Corporation  |
| <b>CBFM</b>    | Community Based Forest Management                                       |
| <b>CBOs</b>    | Community Based Organizations   |
| <b>CEPF</b>    | Critical Ecosystem Partnership Fund                                     |
| <b>CI</b>      | Conservation International  |
| <b>CMEAMF</b>  | Conservation and Management of the Eastern Arc Mountain Forests Project |
| <b>CNN</b>     | Cable News Network  |
| <b>DBO</b>     | District Beekeeping Officer   |
| <b>DCFO</b>    | District Catchment Forest Officer                                       |
| <b>DED</b>     | District Executive Director   |
| <b>DFO</b>     | District Forest Officer   |
| <b>DNRO</b>    | District Natural Resources Officer                                      |
| <b>EA</b>      | Eastern Arc   |
| <b>EAMCEF</b>  | Eastern Arc Mountains Conservation Endowment Fund                       |
| <b>EE</b>      | Environmental Education   |
| <b>FBD</b>     | Forestry and Beekeeping Division  |
| <b>FR</b>      | Forest Reserve  |
| <b>GEF</b>     | Global Environmental Facility   |
| <b>GoT</b>     | Government of Tanzania  |
| <b>HH</b>      | House Hold  |
| <b>IEC</b>     | Information Education Communication                                     |
| <b>IGAs</b>    | Income Generating Activities  |
| <b>ITV</b>     | Independent Television  |
| <b>IUCN</b>    | World Conservation Union  |
| <b>JFM</b>     | Joint Forest Management   |
| <b>KVTC</b>    | Kilombero Valley Teak Company   |
| <b>LGAs</b>    | Local Government Authorities  |
| <b>MMEM</b>    | Mpango wa Maendeleo ya Elimu ya Msingi                                  |
| <b>MNRT</b>    | Ministry of Natural Resources and Tourism                               |
| <b>NEECS</b>   | National Environmental Education and Communication Strategy             |
| <b>NEMC</b>    | National Environmental Management Council of Tanzania                   |
| <b>NFP</b>     | National Forest Policy  |
| <b>NGOs</b>    | Non Government Organizations  |
| <b>NR</b>      | Natural Resources   |
| <b>PCB</b>     | Prevention of Corruption Bureau   |
| <b>PFM</b>     | Participatory Forest Management   |
| <b>PO RALG</b> | President's Office Regional Administration and Local Government         |
| <b>RAS</b>     | Regional Administrative Secretary                                       |
| <b>RNRO</b>    | Regional Natural Resources Officer                                      |
| <b>RTD</b>     | Radio Tanzania Dar es Salaam  |
| <b>SSI</b>     | Semi Structured Interviews  |
| <b>TANAPA</b>  | Tanzania National Parks Authority                                       |
| <b>TFCG</b>    | Tanzania Forest Conservation Group                                      |
| <b>TFCMP</b>   | Tanzania Forest Conservation and Management Programme                   |
| <b>TVT</b>     | Televisioni ya Taifa  |
| <b>UMEMCP</b>  | Uluguru Mountains Environmental and Management Conservation Project     |
| <b>UNDP</b>    | United Nations Development Programme                                    |
| <b>VEO</b>     | Village Executive officer   |
| <b>WCST</b>    | Wildlife Conservation Society of Tanzania                               |
| <b>WEO</b>     | Ward Executive Officer  |
| <b>WWF</b>     | World Wide Fund for Nature  |

## 1 Introduction

### 1.1 What this report is about

This report documents an information, education and communication strategy for the Eastern Arc Mountains of Tanzania and a four year action plan for the implementation of the strategy between 2005 and 2009. The report was prepared by a team from the Tanzania Forest Conservation Group who was tasked by the Ministry of Natural Resources and Tourism to facilitate the preparation of an information, education and communication framework for the CMEAMF strategy.

The aim of the strategy is to provide appropriate messages to various stakeholders that allow them to make informed decisions on the management and utilisation of forest resources in the Eastern Arc Mountains.

### 1.2 Who is this report for

The report is intended for use by key stakeholders especially those working for the Tanzanian Government and Civil Society organisations involved in communicating about the Eastern Arc Mountain forests. It provides guidance on how practitioners can engage strategically in conserving these forests through communication, education and the sharing of information. The report also highlights links with the National Forest Programme and the National Environment Management Council (NEMC) communication strategies as a part of the Government of Tanzania's broad effort to provide information necessary for the development of Tanzania and efforts to reduce poverty.

A strong emphasis of this strategy is to promote information exchange among and between all 'levels' of stakeholders. The success of this strategy depends on the support of multiple stakeholders. It is neither desirable, nor does the Forestry and Beekeeping Division have the resources to implement this work in isolation; consequently this strategy highlights the potential synergies with other communication processes.

### 1.3 How is the strategy organised

The strategy is organised around the four main concerns:

- 1) *why* do we want to communicate about the Eastern Arc? – i.e. what are the *objectives* of the communication, in terms of influencing peoples knowledge, attitudes, decisions and behaviour
- 2) *who* are the communication partners with whom we need to communicate?
- 3) *what* will be the content of the communication, in order to meet the stated objectives?
- 4) *how* will the communication be conducted – i.e. what channels will be used?

This is followed by a communication action plan that sets out a detailed sequence of actions through which the strategy will be put into effect.

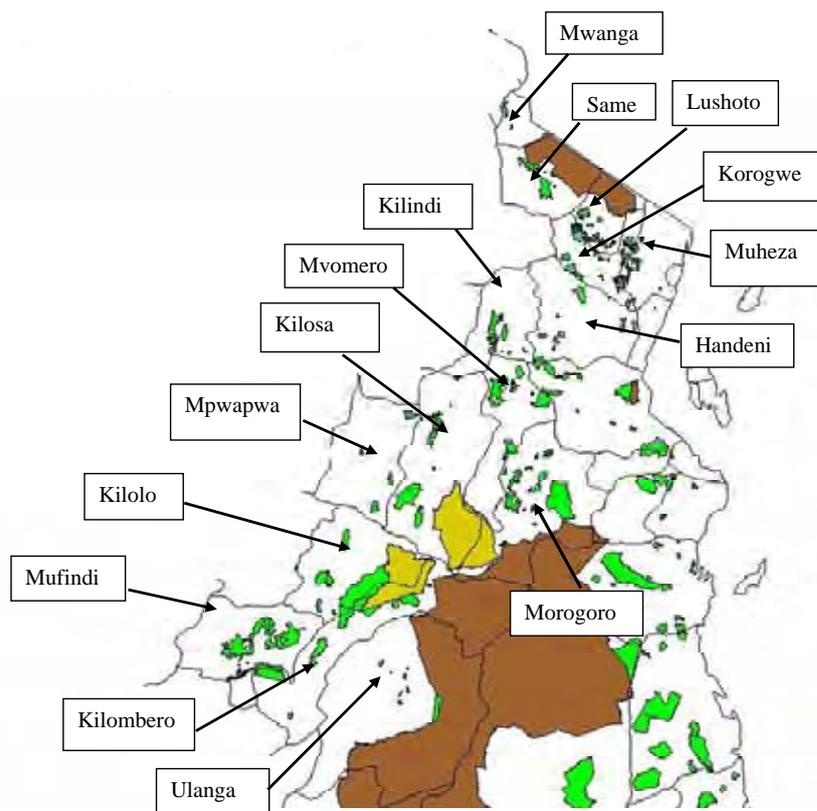
This document is complemented by a second report 'Communicating about the Eastern Arc: results of a stakeholder consultation process' (MNRT 2005) detailing the results of the stakeholder consultation and document reviews which were undertaken to underpin this strategy. This report is available at [www.easternarc.or.tz](http://www.easternarc.or.tz) and from [www.tfcg.org](http://www.tfcg.org).

### 1.4 Description of the Eastern Arc Mountain Forests of Tanzania

The Eastern Arc Mountain forests in Tanzania are one of the world's most important areas for the conservation of biodiversity. Over 100 larger animals and more than 800 plants are endemic to the Eastern Arc. Many of these species are threatened with extinction because of clearance and degradation of the remaining small and fragmented forest areas. Indeed the Eastern Arc Mountain forests has one of the highest risks of species extinction of anywhere in the world.

The Eastern Arc Mountain forests also provide the water catchments for the major cities of Dar es Salaam, Tanga, Iringa and Morogoro, and over 50% of all the electricity in the country is generated

in hydropower schemes using water from these mountains. More than a million people also live in the mountains, where they sustain themselves and grow food crops to feed urban inhabitants hundreds of kilometres away.



From North to South, the Eastern Arc Mountains are the North and South Pare, West and East Usambara, Nguu, Ukaguru, Nguru, Uluguru, Malundwe, Rubeho, Udzungwa and Mahenge Mountains. These mountains are found in the districts of Mwanga, Same, Lushoto, Korogwe, Muheza, Kilindi, Mvomero, Morogoro, Mpwapwa, Kilosa, Kilombero, Kilolo, Mufindi and Ulanga (Figure 1). These cover parts of Kilimanjaro, Tanga, Morogoro, Dodoma and Iringa regions.

**Figure 1. Map of the districts that have Eastern Arc Mountain forests.**

The landscape of the Eastern Arc Mountains is a mosaic of farmland, settlement, forest, woodland, thicket and grassland. More than 70% of the original vegetation of the Eastern Arc has been converted to agriculture, primarily over the last one or two hundred years. Around 540,000 ha of forest habitat remain within the Eastern Arc, with a further 250,000 ha of natural grassland habitats. Most of the natural habitat, especially the forest, is located inside the 150 government protected Forest Reserves, and within the Udzungwa Mountains National Park and the Amani Nature Reserve. Smaller areas of forest are also protected by villagers in traditional forest patches, clan forests, sacred forests and burial groves. In some places village protection of remaining forest patches is increasing.

Agricultural expansion still poses the largest threat to the long term survival of the forests and natural grasslands of the Eastern Arc Mountains. However, other threats are more immediately obvious when visiting the area: the first is uncontrolled fires that sweep up slopes and can enter and damage the forests; the second is mining for gold and gemstones along streams; a third is unsustainable harvesting of timber trees and firewood; and a fourth is unsustainable hunting (especially of larger mammals).

The funding available from national, district or village authorities to undertake forest protection and management is low, and sustainable financing schemes are not yet operational in the area. Moreover, local people are only marginally involved in the management of the forests. These are the primary management issues in the Eastern Arc Mountains.

## 2 Preparation of the strategy

### 2.1 Overview of the strategy development process

This strategy and action plan was prepared by a team from Tanzania Forest Conservation Group with input from a wide range of stakeholders between October 2004 and June 2005. The process of preparing the strategy included a period of stakeholder consultation. The aim of this consultation was to identify:

- Who are the key stakeholders;
- What are their information needs – what information have they already received and what would they like to find out more about;
- How are different stakeholders communicating with each other and what are their preferred means of communicating;
- What other communication activities and strategies are ongoing and how can the Eastern Arc IEC strategy link with these processes?

This information formed the basis for identifying **who** to communicate with, **how** to communicate and **what** to communicate.

### 2.2 Data collection methodology

The IEC strategy preparation team completed a number of steps in order to gather the information necessary for the preparation of the strategy:

- Preparation of methods for data collection
- Stakeholder identification
- Selection of field study sites and interviewees
- Field Study (12 villages, 6 districts)
- Interviews in Dar es Salaam with relevant stakeholders
- Review of relevant policies
- Review of relevant communication strategies
- Data analysis
- Preparation of action plan
- Stakeholder workshop to review action plan
- Finalisation of strategy and action plan

A full description of the methods, field work and data are given in full in *Communicating about the Eastern Arc – results of a stakeholder consultation process* (MNRT, 2005).

While pursuing these steps, a variety of methods were used to gather information to guide the formation of the strategy. A brief summary is given below:

- i. Focus group discussions: groups of male / female / young / adult / old members from 12 forest adjacent Eastern Arc Mountain villages were asked to discuss informally key questions.
- ii. Questionnaires: district staff were asked to complete a questionnaire about their knowledge of forests and forest values, the district's capacity to implement communication activities and current environmental education practices.
- iii. Semi-structured interviews: national level stakeholders, key district personnel, ward staff and business people were asked key questions and detailed discussion was encouraged.
- iv. Forest walks: Mixed groups of people from 12 selected forest adjacent Eastern Arc Mountain villages showed the IEC strategy preparation team around their local forest and were encouraged to explain the history and importance of the forest.

- v. Preference ranking of written materials: individuals from 12 forest adjacent Eastern Arc Mountain villages were asked to indicate their preferences by ranking examples of different written materials.
- vi. Preference ranking of audio visual methods: individuals from 12 forest adjacent Eastern Arc Mountain villages were asked to indicate their preferences by ranking cards depicting different audio visual methods.
- vii. Information trust sources ranking: individuals from 12 forest adjacent Eastern Arc Mountain villages were asked to indicate which sources of information they trusted the most by ranking cards depicting different sources of information.
- viii. Communication Mapping: individuals from 12 forest adjacent Eastern Arc Mountain villages were asked to describe their normal daily activities so that sources of information, points of information exchange and difficulties in communication could be assessed.
- ix. Village Mapping: by facilitating the drawing of a village map, data was collected on the literacy, education levels, access to radios and television for households in the selected villages.
- x. Drawings / graphics: groups of children in the 12 Eastern Arc Mountain villages were asked to draw a picture of the 'environment' allowing an insight into children's perception of the term environment, and individuals were asked to give suggestions on key themes for the strategy by designing the posters they would like to see.
- xi. Personal observations: the IEC strategy preparation team made their personal observations about governance, organisation, environmental awareness, participation and women's involvement.
- xii. Review of written materials: relevant reports were gathered where available in all locations.
- xiii. Review of relevant policies: relevant policies from other sectors were reviewed for their relevance to the communication strategy.
- xiv. Review of relevant communication strategies: other communication strategies and communication action plans relevant to this strategy were reviewed in order to identify potential areas for synergy.

### **2.3 Sampling strategy**

The IEC strategy development team consulted directly representatives from key Central Government departments, International NGOs, local NGOs and development partners. At the district and village level, the team selected six districts and 12 villages as a sample.

Two main criteria were used in selecting which districts to visit:

#### **Level of investment in forest management**

It was known that some districts had received considerable donor support for forest management activities, others have been identified as priorities for investment through the Participatory Forest Management component of the National Forest Programme and others have received little external support for forest management over the last ten years. The aim of the sampling was to investigate levels of awareness within districts that had received different levels of project investment in the natural resources sector (Table 1).

Geographical location / Mountain blocks

The Eastern Arc Mountain Forests are found across 12 different mountain blocks, ranging from southern Kenya / northern Tanzania to southern central Tanzania. The sampling strategy aimed to include districts from the north, centre and south of the Eastern Arc Mountains (Table 1).

**Table 1 Alphabetically-arranged list of the districts visited during the stakeholder consultation process, along with some of the main attributes used to select them from within the fourteen possible districts.**

| <b>Name of District</b> | <b>Mountain Block</b> | <b>PFM Processes</b> | <b>Donor support</b> |
|-------------------------|-----------------------|----------------------|----------------------|
| Handeni/Kilindi         | Nguu (central)        | Nil                  | Little               |
| Iringa/Kilolo           | Udzungwa (south)      | In progress          | High                 |
| Kilombero               | Udzungwa (south)      | Initial              | Moderate             |
| Mpwapwa                 | Rubeho (central)      | Nil                  | Nil                  |
| Muheza                  | East Usambara (north) | In progress          | High                 |
| Same                    | Pare (north)          | Initial              | High                 |

### 3 The strategy

#### 3.1 Why do we want to communicate about the Eastern Arc?

##### 3.3.1 Aim of the strategy

The aim of this communication strategy is the same as that for the overall Conservation and Management of the Eastern Arc Mountain Forests Project:

*To develop and implement conservation strategies that ensure the sustainable conservation of the Eastern Arc Mountains, both for the conservation of forests and biodiversity, but also to ensure the livelihoods of the more than a million people living on the mountains and the millions more who are dependant on the water and power coming from these areas.*

More specifically there is a need for: *A broad information, education and communication programme that provides appropriate messages to various stakeholders and allows them to make informed decisions on the use of forest resources.*

##### 3.3.2 Obstacles that the strategy is addressing

With this in mind, the IEC strategy preparation team, through the process of stakeholder consultation, identified seven key obstacles to achieving such an information, education and communication programme. These obstacles provided a basis for developing the objectives of the strategy:

###### *Awareness*

- i. There is inadequate knowledge about the Eastern Arc Mountain forests among the Tanzanian general public, leaders, communities living near the forests, and also within the global community.
- ii. There is a need to raise awareness on the value of the environmental services provided by the Eastern Arc mountain forests to the general public and decision makers with a view to increasing resources available to protect and manage the forests.

###### *Governance*

- iii. The Forest Policy (1998) and Forest Act (2002) are unknown by many stakeholders and are inadequately implemented.
- iv. There are inadequate incentives to those people who effectively manage forests.
- v. There is poor accountability among forest managers.

###### *Capacity*

- vi. Informal and formal Environmental Education activities which raise awareness about the importance of the Eastern Arc Mountain forests are weak and investment in information, education and communication work is low.
- vii. There is weak information sharing and inadequate coordination between ministries, natural resources staff, NGO's with regard to communication work around the Eastern Arc Mountain forests.

##### 3.3.3 Objectives of the strategy

There are three objectives for the strategy. These are derived from the communication obstacles identified through the stakeholder consultation process.

**Objective 1:** To increase key stakeholder's understanding of the value of Eastern Arc Mountain forests, the threats that they currently face and the importance of investing in their sustainable management.

**Objective 2:** To raise awareness on the National Forest Policy and Forest Act and to encourage feedback and participation from Eastern Arc Mountain forest stakeholders.

**Objective 3:** To guide stakeholders to implement formal and informal environmental education and information sharing activities in a more effective and coordinated way within the Eastern Arc Mountains.

The first two objectives link directly with the messages that the Eastern Arc strategy project is promoting and are addressed under Section 3.3. Objective 3 is linked with the way that information, communication and education activities are conducted in the Eastern Arc and so is addressed under the implementation section in Section 3.5.

### **3.2 Who are the communication partners?**

This section identifies the communication partners for the Eastern Arc Mountain forests Information Education and Communication strategy; categorises them and prioritises them in terms of their potential impact on the conservation of the Eastern Arc Mountain forests.

This information, education and communication strategy aims to engage stakeholders from many different sectors as recipients and providers of information. The management of the Eastern Arc Mountain forests has implications for agriculture, energy, education, finance, water, livestock, community development, land use and others.

Communication partners were identified through a process of stakeholder analysis. This involved interviews with key stakeholders, brainstorming within the IEC strategy preparation team and reviewing other relevant stakeholder analyses.

#### **Communication partners**

There are many people who have a right to and an interest in information and communication about the Eastern Arc Mountain forests. In order to formulate this strategy, the IEC strategy preparation team classified these communication partners into ten categories. Within these broad categories some priority groups are identified. More detailed information on specific stakeholders e.g. which civil society organisations are operating in the Eastern Arc Mountains is provided in Appendix I.

##### *i. Central Government*

Priority stakeholders within this group, because of their influence on forest management in the Eastern Arc, include the ministers and other civil servants working in: Ministry of Agriculture, Ministry of Education, Ministry of Energy and Minerals, Ministry of Finance, Ministry of Natural Resources and Tourism, Ministry of Water and Livestock and the Ministry of Women, Children and Community Development.

##### *ii. Local Government*

This includes government officials working at Regional, District, Ward, Division and Village levels. The geographical priorities are those officers working in regional government in Dodoma, Iringa, Kilimanjaro, Morogoro and Tanga Regions; those working in District Government in Handeni/Kilindi, Iringa, Kilolo, Kilombero, Kilosa, Korogwe, Lushoto, Mahenge, Mufindi, Muheza, Mvomero, Mwanga, Same and Ulanga Districts and those working in Village, Ward and Division government adjacent to the Eastern Arc Mountain Forests.

The sectoral focus in these various levels of government are the District Executive Directors, District Planning Officers, District Natural Resources Officers, District Forest Officers, District Education Officers, Ward Councillors and Village leaders including the Village Environmental Committees.

##### *iii. Civil Society Organisations*

This includes the staff of Community Based Organisations, Religious groups, Non-Governmental Organisations and research institutions. Communication priorities are those CBOs and national

NGOs involved in natural resource management, education and agriculture in the Eastern Arc Mountains; religious leaders working with communities in the Eastern Arc and researchers and academics with an interest in the Eastern Arc. Some examples of relevant civil society organisations are provided in Appendix I.

### *iv. Development Partners*

This includes the development partners with a particular interest in natural resource management. Priorities are those who are currently supporting forest management in the Eastern Arc including the UNDP, World Bank, European Union, Embassy of Denmark, Embassy of Finland, Embassy of Norway and the Embassy of Germany.

### *v. Eastern Arc Mountain Communities*

This is primarily those people living in the several hundred villages adjacent or near to the Eastern Arc forests. This group is distinguished from the 'General Public' because of the important role that they play in the management of the Eastern Arc. Priority groups within the village setting include people involved in activities with a direct impact (positive and negative) on the Eastern Arc forests such as local timber harvesters, fuel-wood collectors, farmers with fields close to the forests, hunters, traditional leaders, traditional healers and members of village environmental committees. Other priorities are children who form the next generation of farmers and forest users.

### *vi. Environmental Education Practitioners*

This includes higher level learning institutions, primary schools, secondary schools, the National Environmental Management Council and some NGOs. Priority groups include teachers working in primary and secondary schools within the Eastern Arc.

### *vii. Politicians*

This includes politicians from all political parties within Tanzania. Priorities are those Members of Parliament with constituencies within the Eastern Arc Mountains and Members of Parliament with a particular interest in natural resource management.

### *viii. General Public*

This includes all women, men and children living in Tanzania. Priority groups include people who depend on the resources of the Eastern Arc Mountain forests for their livelihoods e.g. people dependent on water and hydro-power generated electricity from the Eastern Arc Mountains; people involved in businesses which directly impact on the Eastern Arc Mountain forests e.g. TANESCO and timber traders.

### *ix. Media*

This includes journalists working for newspapers, television and radio in the private and public sector. The media are both a means of communicating with other communication partners as well as valuable communication partners in their own right. Priorities include those journalists working within the print and broadcast media preferred by stakeholders in the Eastern Arc Mountains.

### *x. International Conservation Organisations*

The international community have a particular interest in the Eastern Arc Mountain forests due to the exceptional concentration of unique biodiversity. Considerable investment has come from outside of Tanzania to support the conservation of these forests. International conservation organisations such as the Critical Ecosystem Partnership Fund (CEPF), Conservation International, the World Wide Fund for Nature (WWF) and the World Conservation Union (IUCN) are valuable communication partners. Priority institutions are those that are already working in East Africa.

## **3.3 What are we communicating?**

This section presents the strategy's five key communication themes. These key communication themes are considered priorities for dialogue between stakeholders. They were developed on the basis of the stakeholder consultation which involved asking people about their information needs.

Key communication themes

1. Economic growth and poverty reduction in Tanzania depend on the sustainable management of the Eastern Arc Mountain Forests.
2. The Eastern Arc Mountain forests are globally important.
3. The Eastern Arc Mountain forests are under threat from human activities.
4. It is your responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.
5. This is the role that you can play in implementing the National Forest Policy and the Forest Act in the Eastern Arc Mountain forests.

Within these broad areas of communication there are more specific priority communication themes. These are listed in Table 2. Some messages are relevant to all stakeholders, while others are relevant to specific communication partners.

**Table 2. Key communication themes for each partner.**

| Communication partner        | Key Communication Themes  |
|------------------------------|---|
| <i>All</i>                   | <p><b>Economic growth and poverty reduction in Tanzania depend on the sustainable management of the Eastern Arc Mountain Forests.</b><br/>                     The Eastern Arc Mountain forests contribute significantly to the national economy.<br/>                     The Eastern Arc Mountain forests contribute to local livelihoods and poverty reduction.<br/>                     The Eastern Arc Mountain forest biodiversity is valuable - medicinal plants, timber, poles, firewood, non-timber forest products, animals and tourism.</p> <p><b>The Eastern Arc Mountains are nationally and globally important.</b><br/>                     What are the Eastern Arc Mountains and where are they found.<br/>                     The Eastern Arc biodiversity is globally important and unique.</p> <p><b>The Eastern Arc Mountain forests are under threat from human activities.</b><br/>                     Fire, illegal logging, hunting and agricultural encroachment are the major threats to forests in the Eastern Arc Mountain forests.<br/>                     Management of the Eastern Arc Mountain forests is under-resourced resulting in loss of forest and the economic benefits they provide and there is a need to mobilise resources on a sustainable basis.</p>  |
| <i>i. Central Government</i> | <p><b>The Eastern Arc Mountain forests are nationally and globally important.</b><br/>                     As a signatory to the Biodiversity Convention, Tanzania has an obligation to protect and manage these forests sustainably.</p> <p><b>You have a responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.</b><br/>                     Mobilise political support for conservation of the Eastern Arc Mountain forests.<br/>                     Share best management practices.<br/>                     Invest in communication about the values of the Eastern Arc Mountain forests.<br/>                     Provide adequate investment in forest management.</p> <p><b>This is the role that you can play in implementing the National Forest Policy and Act in the Eastern Arc Mountain forests.</b><br/>                     Coordination and implementation of the Forest Act and Policy.<br/>                     Enforcement of laws and regulations.<br/>                     Dissemination and explanation of forest policy and regulations.<br/>                     Provide information about cost and benefit sharing mechanisms.<br/>                     Prioritise the formulation of forest management plans.<br/>                     Harmonise conflicts between Forest policies and regulations.<br/>                     Produce a summary of the Forest Policy and Act in Swahili.<br/>                     Promote good governance in forest management.<br/>                     Monitor information on forest health and success of interventions.<br/>                     Provide training and support for participatory forest resource assessment.<br/>                     Disseminate information about roles and responsibilities.</p> |

| Communication partner                         | Key Communication Themes  |
|---|---|
| <p><b>ii. Local Government</b></p>            | <p><b>The Eastern Arc Mountain forests are nationally and globally important.</b><br/>As a signatory to the Biodiversity Convention Tanzania has an obligation to protect and manage these forests sustainably.</p> <p><b>You have a responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.</b><br/>Management of the Eastern Arc Mountain forests is under-resourced resulting in loss of forest and the economic benefits they provide.<br/>Mobilise political support for conservation of the Eastern Arc Mountain forests.<br/>Share best management practices.<br/>Improve communication practices.<br/>Identify priorities for research needed for effective management</p> <p><b>This is the role that you can play in implementing the National Forest Policy and Act in the Eastern Arc Mountain forests.</b><br/>Implementation of the Forest Act and Policy.<br/>Enforcement of laws and regulations.<br/>Wider dissemination and explanation of forest policy and regulations.<br/>Share information about cost and benefit sharing mechanisms.<br/>Prioritise the formulation of forest management plans.<br/>Distribute Forest Policy / Act summary in Swahili.<br/>Good governance is essential for forest management.<br/>Provide training and support for participatory forest resource assessment.<br/>Disseminate information about roles and responsibilities.</p>   |
| <p><b>iii Civil society organisations</b></p> | <p><b>The Eastern Arc Mountain forests are nationally and globally important.</b><br/>As a signatory to the Biodiversity Convention, Tanzania has an obligation to protect and manage these forests sustainably.</p> <p><b>You have a responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.</b></p> <ul style="list-style-type: none"> <li>• Act as central focus points in Eastern Arc Mountain forests for information flow.</li> <li>• Provide experience / advice on best practice.</li> </ul> <p>Assist in the development of improved communication practices.<br/>Demonstrate good governance and responsible management.<br/>Assist in identifying training / support needs of stakeholders.<br/>Assist with analysis of issues, problems and threats.<br/>Provide training in:</p> <ul style="list-style-type: none"> <li>○ Forest policy / law summary</li> <li>○ Fire - control / hazards</li> <li>○ Tree nurseries / Tree planting methods</li> <li>○ Improved Agricultural practices</li> <li>○ Beekeeping</li> <li>○ Fuel efficient stoves / Energy saving methods</li> <li>○ Non Timber Forest Products – utilising</li> <li>○ Village environment land use planning</li> <li>○ Use of bylaws to protect forests</li> <li>○ Creating forest management plans</li> <li>○ Good governance</li> <li>○ Roles and responsibilities.</li> <li>○ Alternative energy sources</li> <li>○ Income Generating Activities</li> <li>○ Cost and benefit sharing mechanisms</li> <li>○ Environmental communication skills</li> <li>○ Participatory forest resource assessment</li> </ul> <p><b>This is the role that you can play in implementing the National Forest Policy and Act in the Eastern Arc Mountain forests.</b><br/>Assist in the implementation of the Forest Act and Policy.<br/>Assist in the mobilisation of communities in participatory forest management.</p> |

| Communication partner                   | Key Communication Themes  |
|---|---|
|   | <p>Assist with the distribution of Swahili Forest Policy / Act summary.<br/>                     Provide information on the effectiveness of training.<br/>                     Act as a 'watchdog' highlighting issues, problems and needs of stakeholders.</p>  |
| <p><b>iv Development partners</b></p>   | <p><b>The Eastern Arc Mountain forests are nationally and globally important.</b><br/>                     As a signatory to the Biodiversity Convention, Tanzania has an obligation to protect and manage these forests sustainably.</p> <p><b>You have a responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.</b><br/>                     Mobilise political and high level support for the Eastern Arc Mountain forests.<br/>                     Provide experience / advice on best practice.<br/>                     Assist in the development of improved communication practices.<br/>                     Assist with analysis of issues, problems and threats.<br/>                     Provide advice on funding opportunities for projects, research and interventions.<br/>                     Assist in the development of sustainable funding mechanisms.<br/>                     Provide opportunities for training.<br/>                     Invest in communication about the values of the Eastern Arc Mountain forests.</p> <p><b>This is the role that you can play in implementing the National Forest Policy and Act in the Eastern Arc Mountain forests.</b><br/>                     Support the implementation of the act and policy.<br/>                     Assist in the mobilisation of funds to implement improved forest management.<br/>                     Support the training of stakeholders.</p>   |
| <p><b>v Eastern Arc communities</b></p> | <p><b>The Eastern Arc Mountain forests are under threat.</b><br/>                     You have a major role to play in reducing these threats.</p> <p><b>You have a responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.</b><br/>                     Utilise and provide experience / advice on best management practice.<br/>                     Develop improved communication practices.<br/>                     Demonstrate good governance and responsible forest management.<br/>                     Identifying training / support needs of Eastern Arc Communities.<br/>                     Assist with analysis of issues, problems and threats.<br/>                     Provide cultural and local knowledge about specific forest sites.<br/>                     Engage in training about:</p> <ul style="list-style-type: none"> <li>○ Forest policy / law summary</li> <li>○ Fire - control / hazards</li> <li>○ Tree nurseries / Tree planting methods</li> <li>○ Improved Agricultural practices</li> <li>○ Beekeeping</li> <li>○ Fuel efficient stoves / Energy saving methods</li> <li>○ Non Timber Forest Products – utilising</li> <li>○ Village environment land use planning</li> <li>○ Use of bylaws to protect forests</li> <li>○ Creating forest management plans</li> <li>○ Good governance</li> <li>○ Roles and responsibilities.</li> <li>○ Alternative energy sources</li> <li>○ Income Generating Activities</li> <li>○ Cost and benefit sharing mechanisms</li> <li>○ Environmental communication skills</li> <li>○ Participatory forest resource assessment</li> </ul> <p><b>This is the role that you can play in implementing the National Forest Policy and Act in the Eastern Arc Mountain forests.</b><br/>                     Assist in the implementation of the Forest Act and policy.<br/>                     Engage in practical management of forest resources.<br/>                     Assist in the enforcement of forest laws and policy.</p> |

| Communication partner   | Key Communication Themes  |
|---|---|
|   | <p>Provide information on the needs for and effectiveness of training.<br/>Act as a 'watchdog' highlighting issues, problems and needs of stakeholders.</p>   |
| <p><i>vi</i><br/><b>Environmental Education Practitioners</b></p> | <p><b>You have a responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.</b><br/>Invest in communication about the values of the Eastern Arc Mountain forests.<br/>Act as central focus points in Eastern Arc Mountain forests for information flow.<br/>Promote the development of improved communication practices relating to forest management and biodiversity values.<br/>Assist in the development of good governance and responsible management.<br/>Assist in identifying training / support needs of stakeholders.<br/>Disseminate information about:</p> <ul style="list-style-type: none"> <li>○ Importance of the Eastern Arc Mountain forests economically, nationally and internationally for biodiversity.</li> <li>○ Forest policy / law summary</li> <li>○ Fire - control / hazards</li> <li>○ Fuel efficient stoves / Energy saving methods</li> <li>○ Non Timber Forest Products – utilising</li> <li>○ Good governance</li> <li>○ Roles and responsibilities.</li> <li>○ Alternative energy sources</li> <li>○ Income Generating Activities</li> <li>○ Cost and benefit sharing mechanisms</li> <li>○ Environmental communication skills</li> </ul> <p><b>This is the role that you can play in implementing the National Forest Policy and Act in the Eastern Arc Mountain forests.</b><br/>Assist with the distribution of Swahili forest policy / law summary.<br/>Assist in the mobilisation of communities in participatory forest management.<br/>Assist authorities in improving communication practices.</p> |
| <p><i>vii</i><br/><b>Politicians</b></p>                          | <p><b>The Eastern Arc Mountain forests are nationally and globally important.</b><br/>As a signatory to the Biodiversity Convention Tanzania has an obligation to protect and manage these forests sustainably.</p> <p><b>You have a responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.</b><br/>Mobilise broad political will for sustainable management of the Eastern Arc Mountain forests.<br/>Generate a high level of recognition / discussion of values of Eastern Arc Mountain forests to the national economy through the environmental services they provide.<br/>Assist in the development of improved communication practices.<br/>Demonstrate good governance and responsible management.</p> <p><b>This is the role that you can play in implementing the National Forest Policy and Act in the Eastern Arc Mountain forests.</b><br/>Assist in dissemination of information about the forest policy and laws.<br/>Act as a 'watchdog' highlighting issues, problems and needs of stakeholders.</p>   |
| <p><i>viii</i><br/><b>General public</b></p>                      | <p><b>You have a responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.</b><br/>Raise the level of awareness of others about the Eastern Arc Mountain forests, their national and international importance.<br/>Find out whether forest products you are using are produced legally and sustainably and where possible find alternatives to using illegally obtained forest products.</p> <p><b>This is the role that you can play in implementing the National Forest Policy and Act in the Eastern Arc Mountain forests.</b><br/>Report illegal forestry activities.</p>   |

| Communication partner                             | Key Communication Themes   |
|---|--|
| <i>ix Media</i>                                   | <p><b>You have a responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.</b><br/>                     Invest in communication about the values of the Eastern Arc Mountain forests.<br/>                     Raise the level of awareness of others about the Eastern Arc Mountain forests, their national and international importance.</p>   |
| <i>x International conservation organisations</i> | <p><b>You have a responsibility to support the conservation of the Eastern Arc Mountain forests and this is how you can do it.</b><br/>                     Mobilise political and high level support for the Eastern Arc Mountain forests.<br/>                     Provide experience / advice on best practice.<br/>                     Assist with analysis of issues, problems and threats.<br/>                     Provide advice on funding opportunities for projects, research and interventions.<br/>                     Share information about successful projects.<br/>                     Invest in communication about the values of the Eastern Arc Mountain forests.<br/>                     Provide opportunities for training.</p> <p><b>This is the role that you can play in implementing the National Forest Policy and Act in the Eastern Arc Mountain forests.</b><br/>                     Support the implementation of the Forest Act and Policy.<br/>                     Assist in the mobilisation of funds to implement improved forest management.<br/>                     Support the training of stakeholders.</p> |

### 3.4 How can we most effectively communicate about the Eastern Arc?

#### 3.4.1 Preferred means of communication

This section identifies the most effective and appropriate means of communicating with the different stakeholder groups. The means of communication which are listed have been selected on the basis of the findings of the stakeholder consultation process. These are the means of communication that stakeholders told us that they preferred and trusted.

#### 3.4.2 Language

The table also indicates the language preferred by each stakeholder. Swahili is the official language of Tanzania and most materials aimed at Tanzanian audiences should be in this language. For the international stakeholders, English is the most widely accessible language.

**Table 3 Preferred means of communicating: what stakeholders told us**

| Stakeholder                  | Language           | Means of communication   |
|------------------------------|--------------------|--|
| <i>i. Central Government</i> | Swahili<br>English | Meetings / workshops<br>Written materials<br>Letters / reports<br>Newspapers<br>Internet<br>Radio<br>TV<br>Briefing packs    |
| <i>ii. Local Government</i>  | Swahili<br>English | Meetings / workshops / training<br>Radio<br>TV<br>Newspapers<br>Written materials<br>Letters<br>Email<br>Artistic Performers |

|   |                    |   |
|---|--------------------|---|
| <b>iii Civil society organisations</b>            | Swahili<br>English | Radio<br>Meetings / seminars / training / workshops<br>Letters<br>Written materials<br>Artistic performers    |
| <b>iv Development partners</b>                    | English            | Internet / Email<br>Meetings<br>Written materials<br>Letters / reports<br>Newspapers<br>Magazines / journals  |
| <b>v Eastern Arc communities</b>                  | Swahili            | Radio<br>Meetings / seminars / training / workshops<br>Letters<br>Written materials<br>Artistic performers    |
| <b>vi Environmental Education Practitioners</b>   | Swahili<br>English | Meetings<br>Seminars<br>Training workshops<br>Artistic performers<br>Written materials<br>Radio<br>Newspapers |
| <b>vii Politicians</b>                            | Swahili<br>English | Briefing packs<br>Meetings<br>Letters<br>Written materials<br>Radio<br>TV<br>Newspapers<br>Internet / Email   |
| <b>viii General public</b>                        | Swahili            | Radio<br>Newspapers<br>Television<br>Adverts<br>Artistic performers   |
| <b>ix Media</b>                                   | Swahili<br>English | Press releases<br>Email<br>Letters<br>Meetings  |
| <b>x International conservation organisations</b> | English            | Meetings<br>Letters<br>Written materials<br>Briefing packs<br>Newspapers<br>Email<br>Internet                 |

### Eastern Arc communities

- 70% of Eastern Arc households surveyed owned a radio.
- Literacy rates vary greatly from 99% of households with a literate person in some villages to 67% in others.
- A greater percentage (28%) of female headed households is non-literate when compared to male headed households (16%).
- 68% of focus groups in Eastern Arc Communities said there is not a place to watch TV nearby.
- 92% of focus groups in Eastern Arc Communities said they do not regularly receive newspapers.
- Focus groups indicated that current communication is often 'word of mouth' from others in the community e.g. village leaders, religious leaders, school teachers and at clinics.
- When asked 'what is the best way to get a message to you?' focus groups mentioned (in order of priority) letter, posters, leaflets, meetings, visits and radio programmes.

### Local Government

- Meetings, visits, letters, artistic performers and posters are the most common forms of communication used by local government.
- Posters and radio broadcasting, are effective forms of communication with Eastern Arc Communities because they are easy to organize and can reach the interior easily - opinion of Eastern Arc Local Government staff.

### Civil society organisations

- Semi – structured interviews with NGO / ward and local government staff indicated that:
- 100% receive and read newspapers regularly.
- 100% have easy access to television (often at home).
- The most frequently mentioned sources of news were radio (51%), Newspapers (38%), district office (33%), TV (29%), letters (29%) and meetings (19%)

### Environmental Education Practitioners

- Meetings, seminars, visits, exhibitions and artistic performers are the preferred forms of communication used by Environmental Education practitioners.

## 3.5 Implementing the strategy

### 3.5.1 Who is this strategy for?

All of the stakeholder groups listed in section 3.2 are participants in the strategy. Some also have a role to play in the implementation of the strategy. This section outlines the roles and responsibilities of stakeholders with a particular niche relevant to ensuring that the strategy is implemented.

#### *Central Government*

##### *Forestry and Beekeeping Division*

As the Eastern Arc Mountain forests Strategy is a component of the National Forest Programme within the Forestry and Beekeeping Division, the **Director of Forestry and Beekeeping** will preside over the implementation of the strategy supported by the **NFP Coordinator** and the **CMEAMF National Project Coordinator**.

#### *Other Ministries*

The strategy aims to link with the communication strategies and activities of other ministries. It is therefore expected that where relevant, the communication and extension departments will integrate information about the Eastern Arc Mountain forests into their communication materials and other activities. The **Ministry of Education** has a particularly important role in integrating information about forest conservation into its Environmental Education Strategy, while the **Ministry of Agriculture and Food Security** has an important role in promoting good agricultural practices in the vicinity of the Eastern Arc Mountain forests.

### *Local Government*

#### *District*

Within District government, the **District Executive Director** plays a key role in allocating resources to raise awareness on the messages outlined in the strategy. The **District Natural Resources Officer** and **District Forest Officer** have a key role in distributing information from FBD and feeding information back to FBD. In addition the **District Education Officer** has a key role to play in supporting relevant Environmental Education activities.

#### *Ward*

**Ward councillors** play a key role in distributing information to village governments and in feeding information back to the Districts.

#### *Village*

**Village governments** play a key role in distributing information to other members of the village and in feeding information back to the Wards and Districts.

#### *Civil society organisations*

The Tanzania Forest Conservation Group through its role in the CMEAMF is responsible for piloting selected activities from the information, education and communication action plan by working closely with other stakeholders.

Other NGOs, particularly those active in the Eastern Arc Mountains such as the Eastern Arc Mountains Conservation Endowment Fund, WWF-Tanzania and the Wildlife Conservation Society of Tanzania have a key role to play in supporting the implementation of the strategy. Ways that they can do this include implementing some of the activities outlined in the action plan in the areas where they are working.

### **3.5.2 Where should the strategy be implemented?**

The strategy is relevant to all of the 14 Eastern Arc Mountain districts as well as to the general public in towns and cities dependent on the water and electricity from the Eastern Arc Mountain forests. There are already many small scale activities taking place in most of the districts although the level of activity varies significantly and is correlated with levels of external investment in forest management.

Some activities such as the distribution of awareness raising materials and mass media events can benefit stakeholders throughout the Eastern Arc Mountains (and beyond). Other activities, particularly those involving 'face to face' communication will require specific, localised investment. Within CMEAMF, there are funds available to pilot information, education and communication activities in the Uluguru Mountains through the Uluguru component of CMEAMF and in other Eastern Arc mountains through the main strategy component of CMEAMF. However these funds are limited. In order to reach communities throughout the Eastern Arc Mountains it is therefore essential that multiple partners support the implementation of the strategy in the areas where they are working.

### **3.5.3 Coordination**

The sustainable management of the Eastern Arc Mountain forests is largely the responsibility of the Forestry and Beekeeping Division although other agencies such as the Prime Ministers Office for Regional and Local Government and the Tanzania National Parks Authority also play key roles. Given FBD's central role, they are responsible for the overall coordination of communication activities about the Eastern Arc.

In order to coordinate Eastern Arc Mountain forests communication activities with other ministries, FBD will need to develop strong linkages with NEMC and the National Environmental Education and Communication (NEEC) draft Strategy (NEMC, 2004). The NEEC draft strategy aims to deal with many of these issues of coordination regarding environmental education. For the necessary links between NEEC draft strategy and the Eastern Arc Mountain forests conservation strategy to

be consolidated, it is important that the Permanent Secretary in the Ministry of Natural Resources and Tourism is well briefed on the Eastern Arc Mountain forests strategy so that it can be well represented in the Inter-Ministerial Steering Committee on Environmental Education.

### **3.5.4 Sustainability and financing**

Ensuring adequate investment in communication activities about the Eastern Arc is essential for the long term sustainability of this strategy. This financial support needs to come from Government and Civil Society. During the stakeholder consultation process, it was repeatedly mentioned that forestry was not a priority sector. Communication about forests is even lower down the list of national priorities. This links back to some of the key messages that the strategy needs to emphasise i.e. that forests matter to the national economy and that there is value in investing in their sustainable management.

Coupled with the need to highlight the national value of forests is the need to emphasise the importance of communication and information sharing as an essential tool in achieving broader development and natural resource management goals.

The sustainability of this strategy is also dependent on 'buy-in' from key stakeholders within government and civil society. The extensive stakeholder consultation undertaken in the development of this strategy is one step towards ensuring this 'buy-in'. Developing linkages with national process, particularly MKUKUTA, is also important in mainstreaming communication on the conservation of the Eastern Arc Mountain forests.

In terms of financing, the Eastern Arc Mountains Conservation Endowment Fund aims to provide sustainable financing for conservation initiatives in the Eastern Arc. It is important that communication be included as a priority for investment by the Endowment Fund.

There is also a need for Government and Civil society to build the capacity of those responsible for implementing communication activities. Capacity to undertake environmental education activities is low at both national and local levels. Training, supplying awareness raising materials, engaging in international environmental awareness initiatives are all important activities in building Tanzania's capacity to undertake effective communication activities.

### **3.5.5 Gender**

In the implementation of the strategy a particular emphasis will be made to target women and youth as they play a key role in the present and future use of the Eastern Arc Mountain forests and are often under-represented in communication activities. Provisions in the Gender Policy through the Ministry of Community Development, Women and Children (MCDWC), presents a strong basis for coordination and collaboration with other sectors.

## 4 Monitoring and Evaluation

In 2004, a baseline knowledge, attitudes and practice survey was undertaken alongside the stakeholder consultation that underpins this strategy. Further monitoring of knowledge, attitudes and practices will be included in the Uluguru component of CMEAMF.

Repetition of the knowledge, attitudes and practices survey will form the basis of monitoring and evaluating the impact of the communication strategy.

This information, education and communication strategy needs to be evaluated and revised over time. It needs to respond dynamically to changing external factors and in line with the internal development of the Forestry and Beekeeping Division and the Eastern Arc Mountains Conservation Endowment Fund.

At the activity level, the evaluation of the strategy should be a continuous process for those involved in its implementation. Through engaging with public awareness initiatives in other sectors and in environmental education internationally, best practices and innovative techniques should be incorporated wherever possible.

At the impact level, it is recommended that there should be a formal evaluation and revision of the strategy in 2008.

## 5 Context of this IEC strategy in relation to other strategies

As outlined in the introduction to this report, this strategy is being produced in the context of several already existing strategies. This strategy overlaps and contributes most to the NFP Communication Strategy (FBD, 2004) and the Draft National Environmental Education and Communication Strategy (NEMC, 2003).

The following sections look at each of the objectives of this strategy and outline areas of overlap between the various strategies.

**Objective 1: To increase key stakeholders' understanding of the value of Eastern Arc Mountain forests, the threats that they currently face and the importance of investing in their sustainable management.**

Implementation of activities under objective one will directly contribute to:

### NEECS

**Objective 2:** Enhancing and improving awareness and sensitization of the public at large on environmental issues.

**Objective 4:** Enhancing support and commitment in environmental conservation.

### NFP

**Objective 1a:** Seek, and allocate, sufficient resources for implementation of NFP at national and local level.

**Objective 1c:** Be able and willing to spread information supportive of NFP (through media, curricula).

**Objective 2:** Include issues related to natural resources in school curricula.

**Objective 2: To raise awareness on the National Forest Policy and Act and to encourage feedback and participation from Eastern Arc stakeholders.**

Implementation of activities under objective two will directly contribute to:

### NFP

**Objective 1a:** Listens and responds to local feedback on forest issues.

**Objective 1a:** Seek and allocate sufficient resources for implementation of NFP at national and local level.

**Objective 1b:** Create / raise awareness on NFP and PFM (JFM, CBFM).

**Objective 1b:** Exchange experience and expertise.

**Objective 2 item 2:** Facilitate approval of by-laws.

### NEECS

**Objective 1 item 3:** Raise awareness, knowledge competency and skills of stakeholders.

**Objective 3: To guide stakeholders to implement formal and informal environmental education and information sharing activities in a more effective and coordinated way within the Eastern Arc.**

### NFP

**Objective 1a:** Develop the attitudes and skills necessary for carrying out their role in implementing NFP.

**NEECS**

**Objective 1:** Developing and enhancing environmental knowledge, skills and practices among the stakeholders.

**Objective 3:** Developing and improving human resources on environmental education management.

**Objective 4:** Enhancing support and commitment in environmental conservation.

**Objective 6:** Collecting, Processing and Disseminating Information on EE

## 6 The IEC Action plan

### 6.1 Introduction to the action plan

This section includes a four year action plan (2005 – 2008) for the implementation of the Eastern Arc Information, Education and Communication strategy. The action plan provides a series of broad activities accompanied by the details of how they can be implemented and who should lead and participate in their implementation.

### 6.2 Action plan

Table 4. Information, Education and Communication Action Plan for the Eastern Arc Mountains.

| Activity   | Sub-activity  | Communication Partners                | Responsible                      | 2005                         | 2006 | 2007 | 2008 |
|--|---|---------------------------------------|----------------------------------|------------------------------|------|------|------|
|  |   |                                       |                                  |                              |      |      |      |
| <b>Objective 1: To increase key stakeholder's understanding of the value of Eastern Arc Mountain forests, the threats that they currently face and the importance of investing in their sustainable management.</b>              |   |                                       |                                  |                              |      |      |      |
| Output: Stakeholders will have a greater awareness of the economic values, the unique biodiversity value and the threats facing the Eastern Arc Mountains forests and will support investment into their sustainable management. |   |                                       |                                  |                              |      |      |      |
| <b>1.1 Use print and broadcast media</b><br>to disseminate information about the values of and threats to the Eastern Arc Mountain forests   | <b>1.1.1 Radio programmes</b>   | Central government                    | Forestry and Beekeeping Division |                              |      |      |      |
|  | <b>a. Radio interviews / programmes</b><br>Research and develop a series of radio programmes covering the national, international and local values of the Eastern Arc Mountain forests. | Local government                      |                                  | Local and International NGOs |      |      |      |
|  | Arrange radio interviews with members of wildlife clubs and network groups about Eastern Arc Mountain forest values.  | Civil society organisations           | Media                            |                              |      |      |      |
|  | <b>b. Radio forest news items</b><br>Develop relationship with radio stations to encourage them to include news items about the Eastern Arc Mountain forests.                           | Development partners                  |                                  | Eastern Arc communities      |      |      |      |
|  | Provide regular news items on developments in the management of the Eastern Arc Mountain forests with a focus on community successes.   | Environmental education practitioners |                                  |                              |      |      |      |
|  |   | Politicians                           |                                  |                              |      |      |      |
|  |   | General public                        |                                  |                              |      |      |      |

| Activity | Sub-activity  | Communication Partners   | Responsible  | 2005 | 2006 | 2007 | 2008 |
|----------|---|--|--|------|------|------|------|
|          |   |  |  |      |      |      |      |
|          | <p><b>1.1.2 Television programmes</b></p> <p><b>a. National television programmes</b><br/>Produce four television programmes (that can also be shown as videos) each year that cover different aspects of the national, international and local values of the Eastern Arc Mountains forests.</p> <p><b>b. International coverage</b><br/>Facilitate documentaries and news items about the values of and threats to the Eastern Arc Mountain forests on international channels such as BBC World, CNN and the Discovery channel.</p> <p><b>c. News items</b><br/>Encourage coverage of special events such as world environment day, forest exhibitions at Nane Nane etc.</p> <p>Develop relationship with TV stations to insert forest items as news on daily shows.</p> | <p>Central government</p> <p>Local government</p> <p>Civil society organisations</p> <p>Development partners</p> <p>Environmental education practitioners</p> <p>Politicians</p> <p>General public – urban populations</p> <p>International conservation organisations</p> | <p>Forestry and Beekeeping Division</p> <p>Local and International NGOs</p> <p>Media</p> |      |      |      |      |
|          | <p><b>1.1.3 Newspapers</b></p> <p><b>a. Feature articles in the national press</b><br/>Through press releases, encourage at least 12 articles per year in Swahili and English newspapers about the national, international and local values of the Eastern Arc Mountain forests.</p> <p><b>b. News items</b><br/>Submit regular news items about the Eastern Arc Mountain forests such as successes of projects, threats to the forest.</p> <p>Encourage coverage of relevant special events such as world environment day, forest exhibitions at Nane Nane etc.</p> <p><b>c. International Press</b><br/>Encourage coverage of the Eastern Arc in international newspapers.</p>  | <p>General public</p> <p>Politicians</p> <p>Central government</p> <p>Local government</p> <p>Civil society organisations</p> <p>Environmental education practitioners</p>   | <p>Forestry and Beekeeping Division</p> <p>Local and International NGOs</p> <p>Media</p> |      |      |      |      |
|          | <p><b>1.1.4 Magazines</b><br/>Facilitate journalists from National Geographic, BBC Wildlife, Time and other wildlife, news and travel magazines.</p>  | <p>Development partners</p> <p>International conservation community</p>  | <p>Forestry and Beekeeping Division</p> <p>Local and international NGOs</p>              |      |      |      |      |

| Activity   | Sub-activity   | Communication Partners  | Responsible   | 2005 | 2006 | 2007 | 2008 |
|--|--|---|---|------|------|------|------|
|  |  |   |   |      |      |      |      |
|  | <p><b>1.1.5 Website</b><br/>Provide information, reports and articles for about the Eastern Arc Mountain forests for inclusion in the Eastern Arc web site hosted by EAMCEF.</p>   | <p>Civil society organisations</p> <p>Development partners</p> <p>General public</p> <p>International conservation organisations</p>  | <p>Forestry and Beekeeping Division</p> <p>Local NGOs</p> |      |      |      |      |
| <p><b>1.2 Publicise the economic contribution of the Eastern Arc Mountain forests to the Tanzanian economy</b></p> | <p><b>1.2.1 Collate facts and figures about the contribution of the Eastern Arc Mountain forests</b><br/>                     a. Work with an environmental economist to produce accurate summary figures to reflect the economic values of the Eastern Arc Mountain forests.<br/>                     b. Produce and distribute a briefing note summarising these statistics.</p> <p><b>1.2.2 Encourage Members of Parliament to support greater investment in the sustainable management of the Eastern Arc Mountain forests</b><br/>                     a. Provide information on the economic value of the Eastern Arc Mountain forests to members of parliament.<br/>                     b. Lobby Members of Parliament to support increased investment in the management of the Eastern Arc Mountain forests.</p> <p><b>1.2.3 Advertising campaign about the value of the Eastern Arc Mountain forests (with a focus on the role of the Eastern Arc Mountain forests in economic development and poverty reduction)</b><br/>                     a. In collaboration with a national advertising agency develop a campaign to highlight the economic values of the Eastern Arc Mountain forests e.g. water, electricity, exports, % of national economy. This should include bill boards, newspaper, television and radio advertisements.<br/>                     b. Encourage a famous Tanzanian pop star or group to sing about forest values at special events and other occasions</p> | <p>Central Government</p> <p>Local government</p> <p>Politicians</p> <p>General public – particularly in urban centres dependent on water from the Eastern Arc Mountain forests</p> | <p>Forestry and Beekeeping Division</p> <p>Local NGOs</p> |      |      |      |      |

| Activity   | Sub-activity  | Communication Partners   | Responsible  | 2005 | 2006 | 2007 | 2008 |
|--|---|--|--|------|------|------|------|
|  |   |  |  |      |      |      |      |
| 1.3 Focused information dissemination about the threats to and values of the Eastern Arc Mountain forests and ways to achieve their sustainable management | <b>1.3.1 Leaflets and posters</b><br>Design and print leaflets and posters about key topics relating to forest values, threats and sustainable management and distribute these to stakeholders.   | Central government<br>Local government<br>Civil society organisations<br>Development partners<br>Politicians<br>Eastern Arc communities<br>General public - business communities | Forestry and Beekeeping Division<br>Local and international NGOs                     |      |      |      |      |
|  | <b>1.3.2 Meetings, workshops and seminars</b><br><b>a.</b> Organise a series of workshops and meetings to provide information and facilitate communication about forest values, threats and sustainable management to key stakeholders.<br><b>b.</b> Collaborate with other organisations to provide training to key stakeholders in ways to reduce threats to forests such as fire control, improved agriculture and other income generating activities.<br><b>c.</b> Organise a series of meetings with other ministries to raise their awareness of the values of and threats to the Eastern Arc Mountain forests and the ways in which their sectoral policies impact on the forests. | Eastern Arc communities<br>Civil society organisations<br>General public - business communities<br>Politicians<br>Central government<br>Local government<br>Development partners | Forestry and Beekeeping Division<br>Local and international NGOs<br>Local government |      |      |      |      |
|  | <b>1.3.3 Briefing pack with letter</b><br><b>a.</b> Prepare and distribute a briefing pack summarising the values and problems of the Eastern Arc Mountains.<br><b>b.</b> Lobby for payments for environmental services to benefit the communities and others involved in the management of the Eastern Arc Mountain forests.   | Politicians<br>Development partners<br>Central government  | Forestry and Beekeeping Division<br>Local and international NGOs                     |      |      |      |      |

| Activity   | Sub-activity  | Communication Partners  | Responsible   | 2005 | 2006 | 2007 | 2008 |
|--|---|---|---|------|------|------|------|
|  |   |   |   |      |      |      |      |
|  | <b>1.3.4 Eastern Arc 'Coffee table picture book'</b><br>a. Support the production of a 'Coffee Table' picture book about the Eastern Arc forests by a photojournalist with relevant experience.   | International conservation community<br><br>Development partners<br><br>General public  | Forestry and Beekeeping Division  |      |      |      |      |
| <b>Objective 2: To raise awareness on the National Forest Policy and Act and to encourage feedback and participation from Eastern Arc Mountain forest stakeholders.</b>                          |   |   |   |      |      |      |      |
| Output: Stakeholders will be aware of the existence of the forest policy and laws, be able to translate the policies and forest laws into action, and conflicts between sectors will be reduced. |   |   |   |      |      |      |      |
| <b>2.1 Production of 'popular' version of the forest policy and law</b>  | <b>2.1.1 Production of popular version of policy and text</b><br>a. Review status of draft document<br><br>b. Facilitate finalisation of text, translation into Swahili and attractive design.<br><br>c. Pilot document in selected areas and update accordingly<br><br>d. Print and distribute.      | Local government especially District Forest Officers, District Planning Officers, District Executive Directors and Ward Executive Officers.<br><br>Eastern Arc communities<br><br>Politicians | Forestry and Beekeeping Division<br><br>Local and international NGOs              |      |      |      |      |
| <b>2.2 External sectors meetings</b>   | <b>2.2.1 Meeting for senior people in other ministries to discuss new forest policy</b><br>Facilitate meetings between MNRT and other key ministries such as the Ministry of Minerals and Energy to resolve policy issues relevant to the sustainable management of the Eastern Arc Mountain forests. | Central government  | Forestry and Beekeeping Division<br><br>Local and international NGOs              |      |      |      |      |
| <b>2.3 Mass media</b>  | <b>2.3.1 Use print and broadcast media to publicise the main points of the National Forest Policy and Forest Act.</b><br>a. Radio programmes linked to 1.1.<br><br>b. Newspaper articles linked to 1.1.<br><br>c. Television programmes linked to 1.1.  | Local government<br><br>General public<br><br>Eastern Arc communities<br><br>Civil society organisations  | Forestry and Beekeeping Division<br><br>Local and international NGOs<br><br>Media |      |      |      |      |

| Activity  | Sub-activity   | Communication Partners  | Responsible  | 2005 | 2006 | 2007 | 2008 |
|---|--|---|--|------|------|------|------|
|   |  |   |  |      |      |      |      |
| <b>2.4 Training on the Forest Policy and Forest Act</b>   | <p><b>2.4.1 Training workshops / seminars</b></p> <p>a. Share training materials about Forest Policy and Forest Act.</p> <p>b. Contract / organise trainer.</p> <p>c. Identify priority people for training within District, Ward and Village governments and civil society organisations.</p> <p>d. Conduct training seminars and review.</p>   | <p>Local government</p> <p>Eastern Arc communities</p> <p>Civil society organisations</p>                           | <p>Forestry and Beekeeping Division</p> <p>Local and international NGOs</p>                              |      |      |      |      |
| <b>2.5 Publicise cost and benefit sharing guidelines and regulations</b> in the context of participatory forest management  | <p><b>2.5.1 Review, revise and publicise the regulations</b> governing cost and benefit sharing in the context of participatory forest management.</p> <p>a. Engage in the revision of the Forest regulations to ensure that clear regulations are in place regarding cost and benefit sharing for communities.</p> <p>b. Develop simplified guidelines to publicise the contents of the regulations in terms of cost and benefit sharing within participatory forest management.</p> <p>c. Print and distribute these guidelines and publicise through newspapers, radio and television.</p> <p><b>2.5.2 Collate findings / commission review of costs to local communities from 'forest' vermin</b></p> <p>a. Commission an independent assessment of crop damage by 'forest vermin'.</p> <p>b. Disseminate the results of the crop damage assessment.</p> | <p>Central government</p> <p>Local government</p> <p>Eastern Arc communities</p>                                    | <p>Forestry and Beekeeping Division</p> <p>Local and international NGOs</p> <p>Research institutions</p> |      |      |      |      |
| <b>2.6 Provide links to anti-corruption institutions / organisations and disseminate anti-corruption materials</b>  | <p><b>2.6.1 Link with good governance NGOs/organisations</b> to identify and publicise best practices to help reduce corruption.</p> <p><b>2.6.2 Promote improved governance</b> in the context of forest management through the media and meetings.</p>   | <p>Central government</p> <p>Local government</p> <p>Eastern Arc communities</p> <p>Civil society organisations</p> | <p>Forestry and Beekeeping Division</p> <p>Local and international NGOs</p>                              |      |      |      |      |
| <p><b>Objective 3: To guide stakeholders to implement improved formal and informal environmental education and information sharing activities in a more effective and coordinated way within the Eastern Arc.</b></p> |  |   |  |      |      |      |      |

| Activity   | Sub-activity   | Communication Partners   | Responsible   | 2005 | 2006 | 2007 | 2008 |
|--|--|--|---|------|------|------|------|
|  |  |  |   |      |      |      |      |
| Output: High level information sharing about the Eastern Arc Mountain forests will be improved and stakeholders will use improved and innovative approaches to communicate about the Eastern Arc Mountain forests values, threats and management issues. Awareness raising materials will be readily available and a wider variety of stakeholders will be able to use them to good effect within the Eastern Arc Mountains. |  |  |   |      |      |      |      |
| 3.1 Enhance networking and information exchange amongst senior and local level stakeholders  | <p><b>3.1.1 Meeting of senior level stakeholders</b></p> <p>a. Facilitate a meeting between representatives of MNRT and other key ministries to decide on areas for cooperation and coordination in the context of information, education and communication work.</p> <p>b. Promote inter-sectoral coordination by introducing a mechanism for regular exchange of information, such as an Eastern Arc working group (to include representative from FBD, NGOs, Private sector, PO RALG) using model of Coastal Forest Task Force.</p>   | <p>Central government</p> <p>Local government</p> <p>Eastern Arc communities</p> | <p>Forestry and Beekeeping Division</p> <p>Local and international NGOs</p> |      |      |      |      |
|  | <p><b>3.1.2 Communication and coordination between local level stakeholders on forest management issues.</b></p> <p>a. Promote inter-sectoral coordination at the local government level.</p> <p>b. Conduct annual local area conservation network meetings to share experiences and form a common voice.</p> <p>c. Promote improved communication about forest management issues amongst the wards and village of the Eastern Arc Mountains. Encourage local area conservation networks to use and update Ward level technical staff through network meetings and written communications.</p> |  |   |      |      |      |      |
|  | <p><b>3.1.3 Exchange of information between senior and local level stakeholders.</b></p> <p>a. Facilitate improved communication between Eastern Arc villages, wards and districts on forest management issues.</p> <p>b. Communicate changes in policy through functioning formal structures, media and civil society organisations.</p>  |  |   |      |      |      |      |

| Activity   | Sub-activity   | Communication Partners  | Responsible  | 2005 | 2006 | 2007 | 2008 |
|--|--|---|--|------|------|------|------|
|  |  |   |  |      |      |      |      |
| 3.2 Establish an Environmental Education practitioners forum | <p><b>3.2.1 Identify environmental education practitioners in the Eastern Arc Mountains.</b></p> <p>a. Establish a database of IEC practitioners in the Eastern Arc Mountains e.g. NGOs, CBOs, Government activities.</p>  | <p>Environmental education practitioners</p> <p>Civil society organisations</p> <p>Local government</p> | <p>Forestry and Beekeeping Division</p> <p>National Environment Management Council</p> |      |      |      |      |
|  | <p><b>3.2.2 Establish environmental education practitioners' forum.</b></p> <p>a. Using email and newsletters circulate brief reports and summaries of ongoing environmental education activities.</p> <p>b. Coordinate environmental education material production and distribution by establishment of an environmental education resource centre.</p> <p>c. Collate and gather examples of all environmental education materials relevant to natural resource management in the Eastern Arc mountains.</p> <p>d. Provide information on sources and availability of printed materials and publicise training opportunities.</p> |   | <p>Local and international NGOs</p>  |      |      |      |      |

| Activity   | Sub-activity   | Communication Partners   | Responsible   | 2005 | 2006 | 2007 | 2008 |
|--|--|--|---|------|------|------|------|
|  |  |  |   |      |      |      |      |
| <b>3.3 Production and distribution of environmental education materials that include information on the Eastern Arc Mountain forests</b> | <b>3.3.1 Production of environmental education materials.</b><br><b>a.</b> Design and print posters, leaflets, stickers, badges, postcards, puzzles, kangas and games with information about the Eastern Arc Mountain forests.<br><b>b.</b> Support the development of a cartoon book about forest related issues.   | Eastern Arc communities<br><br>General public<br><br>Civil society organisations<br><br>Local government | Forestry and Beekeeping Division<br><br>National Environment Management Council<br><br>Local and international NGOs |      |      |      |      |
|  | <b>3.3.2 Distribution of environmental education materials.</b><br><b>a.</b> Distribute printed materials with a particular emphasis on reaching young people and women in Eastern Arc communities.<br><br><b>b.</b> Establish effective distribution system that delivers materials to the local level and review the impact of written materials on the target audiences.  | Central government<br><br>Media  |   |      |      |      |      |
|  | <b>3.3.3 Production of Environmental Education guidelines.</b><br><b>a.</b> Work with Ministry of Education to finalise (and improve) Environmental Education guidelines that include information on the Eastern Arc Mountain forests.<br><br><b>b.</b> Support the piloting of the environmental education guidelines in the Eastern Arc Mountains.<br><br><b>c.</b> Provide feed back to the Ministry of Education to improve the guidelines.<br><br><b>d.</b> Support printing and distribution of Environmental Education guidelines for primary and secondary schools in the Eastern Arc Mountains. |  |   |      |      |      |      |

| Activity  | Sub-activity   | Communication Partners   | Responsible   | 2005 | 2006 | 2007 | 2008 |
|---|--|--|---|------|------|------|------|
|   |  |  |   |      |      |      |      |
| 3.4 Provision of environmental education training opportunities | <p><b>3.4.1 Training in environmental education for teachers in the Eastern Arc Mountains.</b></p> <p>a. Design a training programme in line with the guidelines produced under 3.3.3 above.</p> <p>b. Provide training for teachers in the Eastern Arc Mountains to accompany the distribution of the environmental education guidelines.</p>   | <p>Environmental education practitioners</p> <p>Local government</p> <p>Civil society organisations</p>                                | <p>Forestry and Beekeeping Division</p> <p>Service provider contracted by the Forestry and Beekeeping Division</p>  |      |      |      |      |
|   | <p><b>3.4.2 Informal environmental education training</b></p> <p>a. Contract suitable organisation to design a practical, hands-on training programme for environmental educators.</p> <p>b. Pilot the training at six selected 'Nature camps', or forest retreats and link with wildlife clubs, schools, leaders, ward and district forest staff, religious leaders etc.</p>  |  | <p>Central government</p> <p>Civil society organisations</p>  |      |      |      |      |
| 3.5 Development of forest nature clubs                          | <p><b>3.5.1 Support the establishment of Nature Clubs in villages and schools</b></p> <p>a. Support schools and villages within the Eastern Arc Mountains to establish nature clubs.</p> <p>b. Develop programmes of activities suitable for clubs to run themselves (following Roots and Shoots model of self-run environmental groups)</p> <p>c. Support activities which the nature clubs can participate in such as music, drama or art competitions and world environment day celebrations.</p> <p>d. Support members of nature clubs to participate in forest retreats and other training events.</p> <p>e. Using the facilitators trained at nature camps establish a network of people able to conduct forest walks that educate children and adults about the forest environment.</p> | <p>Environmental education practitioners</p> <p>Eastern Arc communities</p> <p>Local government</p> <p>Civil society organisations</p> | <p>Forestry and Beekeeping Division</p> <p>Service provider contracted by the Forestry and Beekeeping Division</p> <p>National Environment Management Council</p> <p>Local and international NGOs</p> |      |      |      |      |
|   |  |  |   |      |      |      |      |

| Activity   | Sub-activity  | Communication Partners   | Responsible   | 2005 | 2006 | 2007 | 2008 |
|--|---|--|---|------|------|------|------|
|  |   |  |   |      |      |      |      |
| 3.6 Support for celebration of international and national environment days | <p><b>3.6 Support environmental celebrations.</b></p> <p><b>a.</b> Encourage districts and organisations to set aside money for celebration of environment days.</p> <p><b>b.</b> At celebration events e.g. world environment day support district to arrange an event that uses local musicians / artists to communicate about the conservation of the Eastern Arc Mountain forests.</p> <p><b>c.</b> Support local performers and artists to disseminate information about the Eastern Arc Mountain forests.</p> <p><b>d.</b> At district level arrange an annual competition for the best dance, drama, song, poem etc. linked to national celebrations. This could be expanded into Eastern Arc wide competition and linked to the 'nature clubs'. Facilitate winners of Eastern Arc singing / poetry competitions to record CD or tape</p> <p><b>e.</b> Facilitate winning groups to exhibit at national events such as Nane Nane and Saba Saba</p> | <p>General Public</p> <p>Eastern Arc communities</p> <p>Environmental education practioners</p> <p>Local government</p> <p>Civil society organisations</p> | <p>Forestry and Beekeeping Division</p> <p>National Environment Management Council</p> <p>Local and international NGOs</p> <p>Media</p> |      |      |      |      |
|  | <p><b>3.6.2 Support award schemes</b></p> <p><b>a.</b> Provide resources to local government to develop and implement an award scheme that rewards exceptional forest managers (all levels below district) with prizes and recognition.</p>   |  |   |      |      |      |      |

## 7 References

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- Ministry of Water and Livestock Development, 2002. National Water Policy. Government of Tanzania. Pp 1 - 49
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- Vice Presidents Office, 2005. Draft MKUKUTA Communication strategy 2005 – 2010. United Republic of Tanzania. Pp 1 – 28.

## Appendix I Civil society organisations operating in the Eastern Arc Mountains

1. 4H
2. Association for Popular Development Services
3. CACO University Dar es Salaam
4. CARE Tanzania
5. Envirocare
6. Friends of Usambara
7. Frontier Tanzania
8. Hifadhi chanzo cha Maji Sakare
9. Hifadhi Mazingira Kata ya Dindira
10. Journalist Environmental Association of Tanzania
11. Juhudi Msolwa Ujamaa
12. Kilimanjaro Village Forestry Project
13. Kwagunda Artist Group
14. Kwagunda Herbalist Group
15. Lawyers Environmental Action Team
16. Mazingira Institute
17. MEUSTA
18. Mgambo Conservation Group
19. Mlingano Soil Research Centre
20. Morogoro Environmental Conservation Organisation
21. Mtandao wa Hifadhi ya Mazingira Kata ya Kigongoi
22. Mtandao wa Ilondo
23. Mtandao wa Kilombero magharibi
24. Mtandao wa Kitapilimwa
25. Mtandao wa New Dabaga Ulongambi
26. Mtandao wa Nya'ngoro Kaskazini
27. Mtandao wa Nya'ngoro Kusini
28. Mtandao wa Wanamazingira Kata ya Zirai
29. Mtandau wa Udekwa
30. Mufindi Escarpment Trust
31. MUKEJA
32. MVIWATA
33. Potwe Herbalist Group
34. Shirikisho la Wanamazingira Kata ya Bungu
35. Shirikisho la Wanamazingira Kata ya Maramba
36. Sokoine University of Agriculture
37. Tanga Youth Aids and En. Cons.
38. Tanzania Association of Foresters Morogoro
39. Tanzania Association of Foresters Tanga
40. Tanzania Forest Conservation Group
41. Tanzania Forestry Research Institute
42. Tanzania Wildlife Research Institute
43. Traditional Irrigation Programme
44. TUMAINI VUOIR
45. Tunza Mazingira Itete
46. Tunza Mazingira Kata ya Mayo na Mgwashi
47. Tunza mazingira Kata ya Vugiri
48. Umoja wa Wafuga Ngombe wa Maziwa Amani
49. Umoja wa Wanamazingira Kata ya Mhinduro
50. Umoja wa wanamazingira Kata ya Zirai
51. Umoja wa wanamazingira Kwetango
52. Umoja wa wanamazingira Misozwe
53. Umoja wa wanamazingira Mkwajuni, Kwetango na Misozwe
54. Universal Empowerment Trust Fund
55. University of Dar es Salaam (Botany Dept.)
56. Wamajukuu
57. Wami-Mbiki Project
58. Wildlife Conservation Society of Tanzania
59. World Wide Fund for Nature - TZ

### Participants in the Questionnaire survey

| <b>Name</b>             | <b>Department/Organisation</b>       | <b>District /Region</b>       |
|-------------------------|--------------------------------------|-------------------------------|
| Anyumike G              | Natural resources office             | Kilolo/ Iringa rural/ Iringa  |
| Gabriel A               | Planning officer                     | Handeni/Kilindi/ Tanga        |
| Golwike P               | Community development office         | Kilolo/ Iringa rural/Iringa   |
| Kilonzo S S             | Agricultural office                  | Same /Kilimanjaro             |
| Kira G                  | Lands office                         | Same/ Kilimanjaro             |
| Kissima G               | Traditional Irrigation Project (TIP) | Same/ Kilimanjaro             |
| Kitori M                | Education office                     | Kilolo/ Iringa rural/ Iringa  |
| Kitururu J M            | Agricultural office                  | Same /Kilimanjaro             |
| Komba V                 | Community development office         | Same /Kilimanjaro             |
| Mabula R                | Natural resources office             | Muheza /Tanga                 |
| Madeghe                 | Education office                     | Kilolo / Iringa rural/ Iringa |
| Mafuru A                | Water office                         | Mpwapwa/ Dodoma               |
| Magessa R M             | Planning office                      | Mpwapwa/ Dodoma               |
| Mahenge F S             | Catchment office                     | Handeni /Kilindi /Tanga       |
| Manyimike G M           | Agricultural office                  | Kilolo / Iringa rural /Iringa |
| Masula R                | Water office                         | Muheza/ Tanga                 |
| Matemba S               | WAMMA organisation                   | Mpwapwa/ Dodoma               |
| Mazingira Institute-MAI | Mazingira Institute (MAI)            | Kilombero /Morogoro           |
| Mbega G                 | Natural resource office              | Kilombero /Morogoro           |
| Mchomvu R S             | Education office                     | Same/Kilimanjaro              |
| Mdalahela               | Lands office                         | Kilombero/ Morogoro           |
| Mechtilis A             | Community development office         | Kilombero /Morogoro           |
| Mhando                  | Natural resources office             | Same /Kilimanjaro             |
| Mizambwa S              | District council                     | Kilombero /Morogoro           |
| Mkiramwene E            | Natural resource office              | Same /Kilimanjaro             |
| Mnguu                   | Agricultural office                  | Kilombero /Morogoro           |
| Moshi                   | Natural resources office             | Mpwapwa /Dodoma               |
| Msonga H                | Education office                     | Mpwapwa/ Dodoma               |
| Msuya T K               | Agriculture and livestock office     | Handeni /Kilindi/Tanga        |
| Mtawa R                 | Community development office         | Kilolo/ Iringa rural/ Iringa  |
| Munishi Y               | Agricultural office                  | Mpwapwa/Dodoma                |
| Natai                   | Mazingira Institute (MAI)            | Kilombero /Morogoro           |
| Ngwenyeji J             | Lands office                         | Mpwapwa /Dodoma               |
| Nsana L H               | Administration office                | Mpwapwa/ Dodoma               |
| Seth A                  | Health office                        | Same /Kilimanjaro             |
| Shengwando J            | Community development office         | Kilolo /Iringa rural/ Iringa  |
| Victor                  | Natural resources office             | Kilombero /Morogoro           |

### Participants in the semi-structured interviews

| <b>Name</b>  | <b>Department/Organisation</b> | <b>District/Region</b>       |
|--------------|--------------------------------|------------------------------|
| Anyumike G   | Natural Resources office       | Kilolo/ Iringa rural/ Iringa |
| Bereko M     | Community Development office   | Kilombero/Morogoro           |
| Gabriel A    | Planning office                | Handeni/ Kilindi/Tanga       |
| Golwike P    | Community office               | Kilolo/ Iringa rural/ Iringa |
| Halamgha J   | Forestry office                | Mpwapwa/Dodoma               |
| Kibao A      | Politician/ CCM                | Handeni/ Kilindi/Tanga       |
| Kikoti A     | Timber dealer                  | Kilolo/ Iringa rural/ Iringa |
| Kimbweleza G | Timber dealer                  | Same /Kilimanjaro            |
| Kipingu J    | Education office               | Same /Kilimanjaro            |
| Kira G       | Lands office                   | Same /Kilimanjaro            |
| Kissick      | Timber dealer                  | Muheza/Tanga                 |
| Kitori M     | Education office               | Kilolo/ Iringa rural/ Iringa |
| Komba V      | Community office               | Same /Kilimanjaro            |

## Information, Education and Communication Strategy - Appendix 1

|              |  |                              |
|--------------|--|------------------------------|
| Konkoli A    | District Planning officer                    | Muheza/Tanga                 |
| Kusaga M J   | Education office                             | Muheza/Tanga                 |
| Kweka        | Timber dealer                                | Mpwapwa/Dodoma               |
| Laay H       | Lands office                                 | Handeni /Kilindi/Tanga       |
| Luvanga R    | Agricultural office                          | Kilolo/Iringa rural/ Iringa  |
| Lyawere E    | Natural Resources office                     | Muheza/Tanga                 |
| Lyezia O     | Education office                             | Kilombero/Morogoro           |
| Mafuru       | Water office                                 | Mpwapwa/Dodoma               |
| Mamlay E     | Timber dealer                                | Handeni/Kilindi/Tanga        |
| Massao J     | Catchments Forest office                     | Kilolo/ Iringa rural /Iringa |
| Masula R     | Water office                                 | Muheza/Tanga                 |
| Matemba S    | Water coordinator                            | Mpwapwa/Dodoma               |
| Mbega G      | Forest office                                | Kilombero/Morogoro           |
| Mbegu        | Administrative office                        | Kilombero/Morogoro           |
| Mbwana K     | Lands office                                 | Muheza/Tanga                 |
| Mbwana O     | Timber dealer                                | Muheza/Tanga                 |
| Mchomvu      | Catchments office                            | Same /Kilimanjaro            |
| Mfinanga E   | Education office                             | Kilombero/Morogoro           |
| Mhando C     | Natural Resources office                     | Same/Kilimanjaro             |
| Mhando J     | Administration office                        | Handeni /Kilindi/Tanga       |
| Mizabwa      | Natural Resources office                     | Kilombero/Morogoro           |
| Mkilamwene E | Catchments office                            | Same /Kilimanjaro            |
| Mkonyi F     | Kilombero Valley Teak Company                | Kilombero/Morogoro           |
| Mkuji H      | Water office                                 | Same /Kilimanjaro            |
| Mlinga N     | Livestock office                             | Handeni /Kilindi/Tanga       |
| Mlowe        | Timber dealer                                | Muheza/Tanga                 |
|              | Timber dealer (Lyakundi Investment Workshop) | Handeni /Kilindi/Tanga       |
| Mmbwelwa I   | Community Development office                 | Handeni /Kilindi/Tanga       |
| Mshana       | Natural Resources office                     | Same /Kilimanjaro            |
| Mshana       | Adult Education office                       | Mpwapwa/Dodoma               |
| Msonga       | Timber dealer                                | Kilombero/Morogoro           |
| Msove J      | Businessman                                  | Kilolo/ Iringa rural/ Iringa |
| Mtenga B     | Timber dealer                                | Kilombero/Morogoro           |
| Mwenzegule J | Planning office                              | Kilolo/ Iringa rural/ Iringa |
| Ngoro        | Lands office                                 | Mpwapwa/Dodoma               |
| Ngwenyeji J  | Education office                             | Muheza/Tanga                 |
| Njama H      | Administrative office                        | Mpwapwa/Dodoma               |
| Nsana L      | Anglican church                              | Kilombero/Morogoro           |
| Nyakarashi I | Idete Ward Councillor                        | Kilombero/Morogoro           |
| Nyamoga E    | Community Development office                 | Muheza/Tanga                 |
| Nyangusa     | Education office                             | Kilombero/Morogoro           |
| Nyaro A      | Agriculture and Livestock office             | Kilombero/Morogoro           |
| Nyaronga E   | CBO-Improved stove maker group               | Handeni/ Kilindi/Tanga       |
| Pelemba M    | Timber dealer (Standard Investment)          | Handeni/ Kilindi/Tanga       |
| Rashidi N    | Agricultural office                          | Kilolo/Iringa rural/ Iringa  |
| Shegwando J  | Agricultural office                          | Muheza/Tanga                 |
| Shehina S    | Administration office                        | Handeni /Kilindi/Tanga       |
| Tatala B     | Natural Resources office                     | Handeni /Kilindi/Tanga       |
| Tatala M     | Planning office                              | Kilolo/ Iringa rural/ Iringa |
| Temu         | Education office                             | Kilombero/Morogoro           |
| Wangwe C     |  |                              |

### Participants in the Stakeholder Consultation Workshop

| Name of Participant | Title                         | District / Organization |
|---------------------|-------------------------------|-------------------------|
| Aliti G             |                               | UNDP                    |
| Balisidya S         | Information and Communication | LEAT                    |

## Information, Education and Communication Strategy - Appendix 1

|             |                                       |   |
|-------------|---------------------------------------|---|
|             | Officer                               |   |
| Burgess N   | Technical Adviser                     | CMEAMF                                      |
| Chamdoma A  | Acting District Education Officer     | Mvomero                                     |
| Cheche B    | Information and Education Officer     | Vice President Office                       |
| Doggart N   | Technical Advisor                     | TFCG  |
| Doody K     | Consultant                            | TFCG  |
| Gideon A.M  | District Forest Officer               | Iringa Rural                                |
| Hallamga J  | District Forest Officer               | Mpwapwa                                     |
| Hartley D   | Technical Adviser                     | UMEMCP                                      |
| Hogan R     | Consultant                            | TFCG  |
| Kahemela A  | Country Coordinator - EMPAFORM        | TFCG  |
| Kirenga C   | Driver                                | CMEAMF                                      |
| Lema V      | Accountant and Administration Officer | TFCG  |
| Luwuge B    | Assistant EMPAform Officer            | TFCG  |
| Lyawere L   | District Forest Officer               | Muheza                                      |
| Mabonye R   | IEC assistant                         | TFCG  |
| Maembe A    | Director                              | NEMC -Dar es salaam                         |
| Maginga B   | Farmer                                | Kilolo                                      |
| Marcossy    | District Catchment Officer            | Mvomero                                     |
| Mashauri S  | Executive Officer                     | EA Endowment Fund                           |
| Mbiki C     | Councillors                           | Mvomero                                     |
| Mboya J     | District Forest Officer               | Same  |
| Mchau J     | Regional Natural Resource Officer     | Morogoro                                    |
| Melamari L  | CEO                                   | WCST-Dare es salaam                         |
| Meshack C   | Executive Officer                     | TFCG  |
| Mhina A     | Village Executive Officer             | Muheza                                      |
| Mkude C     |                                       | Vice President Officer                      |
| Mohamed A   | Driver                                | TFCG  |
| Mosha S     | PFM-Ambangulu officer                 | TFCG  |
| Munishi     | Lecturer                              | SUA-Morogoro                                |
| Munuo B     | District Forest Officer               | Korogwe                                     |
| Mussa D     | District Forest Officer               | Ulanga                                      |
| Mwendo F    | Education Officer                     | Ministry of Education and Culture           |
| Nderumaki M | IEC Officer                           | TFCG  |
| Ngalason P  | Chief of Party                        | Green Com - Dar es salaam                   |
| Nyagawa S   | Assistant                             | TFCG  |
| Odhiambo F  | Communication Officer                 | Vice President Office                       |
| Omari H     | Acting District Forest Officer        | Mwanga                                      |
| Pallangyo E | E.E Officer                           | WCST-Morogoro                               |
| Perkin A    | Research Associate                    | TFCG  |
| Ruffo D     | Acting District Forest Officer        | Kilombero                                   |
| Ruheza S    | Monitoring and Evaluation Officer     | UMEMCP                                      |
| Sangeda A   | PFM officer                           | UMEMCP                                      |
| Shango E    | District Forest Officer               | Ulanga                                      |
| Sibonje A   | Driver                                | Kilosa                                      |
| Taraba N    | Protocol Officer                      | Ministry of Water and Livestock Development |
| Titu J      | District Natural Resources Officer    | Lushoto                                     |
| Zungiza. M  | District Natural Resources Officer    | Kilosa                                      |