



Papua New Guinea

REDD+ National Communications and Knowledge Management Strategy



October 2017



A photo of forests in Milne Bay Province taken on a field visit during REDD+ Training in 2015. Photo Credit: FCPF PNG

Papua New Guinea REDD+

**Communications and Knowledge
Management Strategy**



A photo of forests in Milne Bay Province taken on a field visit during REDD+ Training in 2015. Photo Credit: FCPF PNG

Contents

Acronyms	i
Acknowledgement	ii
Executive Summary	1
Introduction	4
Communication Goal and Objectives	4
Target Audiences	5
Messages	7
Communication Focus Areas	9
• Awareness raising and image building	9
• Communications and knowledge management	9
• Capacity building	9
Communication Mediums	10
• Online communication	10
• Mass media (Newspapers, magazines, radio and television)	11
• Printed communication materials and publications	12
• Events	12
• Video and multimedia	12
• Conferences, workshops, and training	12
Knowledge Management	14
• Steps in stimulating and sharing knowledge, lessons learned, and experiences	14
Implementation	15
• Roles and responsibilities	15
Monitoring and Evaluation	20
• Logframe Table	21
Annexures	
• Action plan and budget	

Acronyms

Asia Pacific Economic Cooperation	APEC
Association of South East Asian Nations	ASEAN
Climate Change (Management) Act, 2015	CCMA
Conservation Environment Protection Authority	CEPA
Communications and Knowledge Management Strategy	CKMS
Community Based Organization	CBO
Food and Agriculture Organization of the United Nations	FAO
Forest Carbon Partnership Facility	FCPF
Free Prior Informed Consent	FPIC
Government of Papua New Guinea	GoPNG
Green House Gas	GHG
Local Level Government	LLG
Measurement, Reporting and Verification	MRV
National Broadcasting Corporation	NBC
National Forest Inventory	NFI
Nongovernmental Organization	NGO
Climate Change and Development Authority	CCDA
Papua New Guinea	PNG
Papua New Guinea Forest Authority	PNGFA
Provincial Climate Change Committees	PCCC
Provincial Forest Management Committee	PFMC
Reduced Emissions from Deforestation and Forest Degradation, Conservation, Sustainable management of forest and Enhancement of carbon stocks	REDD+
Technical Working Committees	TWC
Technical Working Group	TWG
United Nations Development Programme	UNDP
United Nations Environment Programme	UNEP
United Nations Framework Convention on Climate Change	UNFCCC
United Nations REDD	UN-REDD

Acknowledgement

We would not have successfully developed this National REDD+ Communication and Knowledge and Management Strategy without the invaluable participation and contributions from our valued stakeholders. We would also like to thank our partners who have contributed tirelessly to this Strategy but are not mentioned.

1. Department of Prime Minister and NEC
2. Climate Change and Development Authority
3. Papua New Guinea Forest Authority
4. Conservation and Environment Protection Authority
5. Department of Agriculture and Livestock
6. Department of National Planning and Monitoring
7. Department of Finance
8. Department of Lands and Physical Planning
9. Department of Mineral Policy and Geohazards Management
10. Department of Provincial and Local Level Government Affairs
11. Constitutional Law Reform Commission
12. Department of Justice and Attorney General
13. National Agricultural Research Institute
14. New Britain Palm Oil
15. RH Group of Companies
16. PNG Forest Industries Association
17. Oil Search Limited
18. University of Papua New Guinea
19. National Research Institute
20. Institute of National Affairs
21. Consultative Implementation and Monitoring Council
22. Food and Agriculture Organisation
23. EU FAO PNG NFI Project
24. JICA PNGFA Project
25. Australia High Commission
26. USA AID Programme
27. Eco-Forestry Forum
28. The Nature Conservancy
29. Provincial Representatives
30. United Nations Development Programme
31. Media Fraternity

Executive Summary

Climate change is one of the most significant challenges of our time. Countries around the world are experiencing first-hand the drastic effects of climate change. Global temperatures have risen steadily as a result of rising levels of greenhouse gases (GHG) in the atmosphere. The rise in GHG emissions is driven by human activities with industrial processes, the burning of fossil fuels and the clearing of forests. Furthermore, global warming is causing long-lasting changes to our climate system, which threatens irreversible consequences if action is not taken now to address the problem.

Some of these impacts are already being felt in Papua New Guinea (PNG). Average temperatures and sea levels have increased over the past 60 years. These changes will be accompanied by increases in extreme weather patterns and acute events such as an increase in extremely hot days, more intense periods of rainfall and more severe cyclones. These changing conditions will increase the severity and frequency of landslides, flooding and extreme droughts, damaging the infrastructure on which our economy relies and the subsistence agriculture central to the livelihoods and food security of more than 85% of our population.

Forests play an important role in mitigating climate change. Approximately 10% of GHG emissions are caused by land use and land-use change, in particular, the destruction of tropical forests. Slowing deforestation and forest degradation is likely a cost effective way of reducing carbon emissions compared to other mitigation strategies.

PNG has one of the most significant areas of largely-intact tropical forest in the world containing a remarkable 5% of the world's biodiversity in just 1% of its area. However, these forests appear to be facing acute and imminent threats. The Papua New Guinea Forest Authority (PNGFA) estimates that approximately 80% of the total area of the country is covered by natural forests with 60% considered intact forests.

The PNG Climate Change and Development Authority's (CCDA) mandate, as provided through the Climate Change (Management) Act, 2015, is to coordinate PNG's response to these challenges. CCDA is guided both by international agreements on climate change such as the Paris Agreement, and national development goals and objectives.

The mechanism on reducing emission from deforestation and forest degradation (REDD+), which is now in the Paris Agreement under the United Nations Framework Convention on Climate Change (UNFCCC), will allow PNG to receive financial support from the international community for the sustainable management of its forests. By implementing, the REDD+ PNG will contribute to global efforts to address climate change and gain international finance that can be used to strengthen the national development agenda. In addition, action on REDD+ will form part of PNG's contribution to its global commitment to achieving targets set out in the United Nations Sustainable Development Goals (SDG), in particular, SDG 13

(Climate Action) and SDG 15 (Life on Land).

Since 2010, PNG has developed a Climate Compatible Development Strategy, the Interim Action Plan to put into action the strategy and the National Climate Compatible Development Management Policy, which has been endorsed by the National Executive Council, in July 2014. The government has developed a National REDD+ Strategy that will provide the overall guidance for implementation of REDD+ and lay out PNG's approach for achieving action towards REDD+ over the coming decade. It presents an approach that is cross sectorial and will bring together stakeholders from government, private sector and civil society to create transformational change in the way that we manage and protect our forest resources as part of a broader approach to green climate compatible development.

The government's vision for REDD+ in PNG is:

To catalyse changes within the forest and land use sector towards a new responsible economy with lower GHG emissions, stronger long term economic growth and community livelihoods and the effective conservation of biodiversity and ecosystem services while ensuring that PNG's forest resources are used in a sustainable and equitable manner for the benefit of current and future generations.

Communications is an important tool that can contribute to PNG's preparations to implement REDD+ by 2018. Effectively implementing this

Communications and Knowledge Management strategy (CKMS), which covers the period from 2017 to 2020, will help PNG achieve this overall objective by enhancing communications with all relevant stakeholders throughout the REDD+ Readiness phase.

The Goal of this CKM Strategy is:

"To support Papua New Guinea's REDD+ objectives under the UNFCCC by enhancing communication and knowledge with all relevant stakeholders on REDD+ and building capacity to implement REDD+."

To achieve this goal, focus will be on pursuing the following objectives to as:

- Increase awareness and image building;
- Enhance communications and knowledge management; and
- Build capacity and knowledge among all relevant stakeholder groups.

These communication objectives establish the focus for all REDD+ communication priorities and activities outlined in this strategy. This strategy includes identifying target audiences relevant to REDD+ Readiness in PNG, developing key messages, providing recommendations on communication mediums for delivering those messages, activities for enhancing knowledge about REDD+, as well as communication roles and responsibilities.



A photo of forests in Milne Bay Province taken on a field visit during REDD+ Training in 2015. Photo Credit: FCPF PNG

Introduction

REDD+ stands for Reducing Emissions from Deforestation and forest Degradation and the role of conservation, sustainable management of forests and enhancement of forest carbon stocks in developing countries. It is an international climate change mitigation financing mechanism adopted under the UNFCCC. It seeks to reduce global GHG emissions from declines in global forest cover and quality by providing financial incentives, in the form of 'results-based payments', to developing countries that successfully slow or reverse forest loss. In this way, it provides a significant opportunity to PNG to have its efforts to develop a low emissions development pathway recognized and supported by the international community.

Communication Goal:

To support PNG's REDD+ objectives under the UNFCCC by enhancing communication and knowledge with all relevant stakeholders on REDD+ and building capacity to implement REDD+.

To meet the requirements under the UNFCCC to be eligible to receive REDD+ results-based payments and as part of the REDD+ Readiness phase, PNG will need to develop the four REDD+ elements:

1. National Strategy or Action Plan (NS/AP),
2. National Forest Monitoring System (NFMS),
3. Forest Reference Emissions / Forest Reference Level (FRE/FRL), and
4. Safeguards Information System (SIS).

This strategy is designed to provide communications support to help facilitate PNG's progress through the REDD+ Readiness phase in preparation for eventual implementation of REDD+.

Objectives:

The following objectives outline how to achieve the goal of the CKM strategy:

1. Increase awareness and understanding about climate change and REDD+, and REDD+ policies and measures in PNG amongst stakeholders.
2. Ensure that communication and exchange of information and knowledge about REDD+ in PNG are effective, consistent, accurate and accessible by all stakeholders, and promoting collaboration.
3. Build and enhance capacity and knowledge of all stakeholders through their active engagement and participation in PNG's REDD+ process.



Participants at PNG REDD+ Communications and Knowledge Management Strategy Workshop at Crown Plaza Hotel in Port Moresby. Photo Credit: FCPF PNG

Target Audiences:

This strategy defines target audiences in terms of primary, secondary, tertiary, and communication allies.

- **Primary audiences¹:** are defined as key stakeholders who are directly responsible for strategic decision making of REDD+ implementation in PNG.
- **Secondary audiences:** are stakeholders who are not directly responsible for strategic decision-making of REDD+ implementation in PNG but are closely involved in the implementation process to ensure its success by playing a role in establishing accountability and transparency, provide technical guidance, and financial support.
- **Tertiary audiences:** are those stakeholders who have minimal or no input into the formal setup of REDD+ in PNG but are important in ensuring broad support for REDD+ implementation.
- **Communication allies:** are defined as stakeholders or partners participating in the awareness raising and advocacy of REDD+ in PNG.

¹ The list of primary target audiences in table 1 is not limited and can be modified.

A List of Target Audiences and Communication Allies:

Primary Audience	Government (Key National and Provincial stakeholders) <ul style="list-style-type: none"> Ministry of Environment and Conservation and Climate Change Conservation and Environment Protection Authority Climate Change and Development Authority Papua New Guinea Forest Authority Department of National Planning, Monitoring and Implementation Department of Rural Development and Implementation Department of Lands and Physical Planning 	<ul style="list-style-type: none"> Ministry of Finance and Treasury Department of Treasury Department of Finance Department of Agriculture and Livestock Department of the Prime Minister and National Executive Council Provincial administration Department of Provincial and Local Level Government Affairs Department of Community Development, Youth and Religion
Secondary Audience	Government <ul style="list-style-type: none"> National, Provincial and District level Forest dependent communities Provincial Climate Change Committees Civil society institutions <ul style="list-style-type: none"> The Nature Conservancy PNG Eco-Forestry Forum Inc. Wildlife Conservation Society Transparency International PNG Community based Organizations International <ul style="list-style-type: none"> United Nations Framework Convention on Climate Change Secretariat Donors (current and prospective) Church groups	Private sector partners <ul style="list-style-type: none"> PNG Forest Industry Association PNG Palm Oil Council Oil Palm Industry Cooperation New Britain Palm Oil Limited Hargy Palm Oil Limited Academic institutions / Research institutions <ul style="list-style-type: none"> University of PNG PNG University of Technology National Research Institute National Agricultural Research Institute Institute of National Affairs University of Natural Resources & Environment PNG Forest Research Institute Women's groups <ul style="list-style-type: none"> National Women's Council Women in Business
Tertiary Audience	General public	
Communication Allies	Government (National and Provincial) Media (National and International) Civil society institutions Academic and research institutions	Development partners <ul style="list-style-type: none"> United Nations Environment Programme Food and Agricultural Organization United Nations Development Programme Japan International Cooperation Agency European Union

Messages:

Key messages are designed to guide REDD+ communication activities. They will emphasize the progress and results of REDD+ readiness in PNG by focusing on tangible examples of achievements and lessons learned. Voice and tone of messages should be clear, calm and informational while avoiding promotional language and hype. Technical terminology about climate change and REDD+ should be explained in simple language appropriate

for each target audience. All communication materials should be translated into Tok Pisin and English at a minimum. Maintaining consistency in messaging across all communications will help to minimize confusion among stakeholders, and help reinforce a coherent image of REDD+ in PNG. Messages will be developed to suit different target audiences based on the following overarching key messages.

A list of Key Messages:

	Example of messages for key decision makers in government and REDD+ related Technical Working Group members (Primary audiences and select secondary audiences)	Example of messages for general public (Tertiary audiences)
Relevance	<i>Why is REDD+ relevant to PNG?</i>	<i>Why is the government's engagement in forests and climate change relevant to us?</i>
	<p>REDD+ is an international climate change mitigation financing mechanism adopted under the United Nations Framework Convention on Climate Change.</p> <p>PNG can use REDD+ to incorporate forestry and land management into national strategies to mitigate climate change. REDD+ will deliver benefits beyond financial incentives, which include environmental services and biodiversity conservation, vital for PNG's economy and growing population. REDD+ will help contribute to PNG achieving its long-term goal (Vision 2050) of a more environmentally sustainable pathway to development.</p>	<p>The destruction of forests releases Green House Gases that contribute to climate change.</p> <p>PNG has large areas of forest, and many people and animals depend on forests for their survival.</p> <p>Taking care of our forest is part of PNG's plan (Vision 2050) to have a more environmentally friendly and economically sustainable approach to developing the country.</p>
Expectations	<i>What can PNG expect from REDD+?</i>	<i>What can PNG expect from the government's engagement in forests and climate change?</i>
	<p>In addition to delivering benefits from environmental services and biodiversity conservation, REDD+ has the potential to generate financial benefits for PNG from international sources and help increase cross-sectorial coordination and planning. However, it will also require significant and continuous levels of national efforts and investment. Any financial benefits under REDD+ are connected to measurable improvements of forest cover. In order to participate in REDD+, PNG will need to undertake commitments to address the drivers of deforestation and forest degradation.</p>	<p>By 2018, the PNG Government expects to have ready a number of policies and list of actions that will take to encourage more environmentally sustainable use of our forests to help combat climate change.</p>

Context	<i>When will REDD+ become a reality?</i>	<i>When will the government's engagement in forests and climate change become a reality?</i>
	<p>As part of the Paris Agreement (2015) under the UNFCCC, PNG is currently preparing for REDD+ implementation to start in 2018. This will help address climate change by reducing greenhouse gas emissions from destroying the forest. To prepare, PNG needs to develop a national strategy, forest reference level, forest monitoring system, and safeguards information system.</p> <p>PNG is taking a national approach to REDD+ by developing policies and measures to be implemented in/by relevant sectors to help strengthening their ability to address the drivers of deforestation and forest degradation. As per the Climate Change (Management) Act 2015, the CCDA is responsible for reporting to the UNFCCC and coordinating implementation of REDD+ through a process that is transparent, participatory and equitable.</p>	<p>By 2018, the PNG Government expects to have ready a number of policies and list of actions that will take to encourage more environmentally sustainable use of our forests to help combat climate change.</p>
Contribution	<i>How do we help ensure that REDD+ will work in PNG?</i>	<i>How can we help ensure the government's engagement in forests and climate change will work in PNG?</i>
	<p>Effectively addressing the drivers of deforestation and forest degradation requires the engagement of many stakeholders including numerous government agencies, private sector, civil society and rural population. This will ensure that REDD+ responds to the needs of the country, while reducing emissions from the forestry and land-based sectors.</p>	<p>What happens to our forests will have an impact on all of us, so protecting forests is responsibility of everyone.</p>



One of the coastal villages in Milne Bay Province. Photo Credit: FCPF PNG

Communication Focus Areas

**Note: a list of specific activities related to each focus area is detailed in the attached communication work plan for 2017-2018.*

This strategy focuses on the following areas of communication:

Awareness Raising and Image Building:

Increasing the understanding about the importance of REDD+ amongst stakeholders will promote greater acceptance of REDD+ during its implementation. This means ensuring accurate and balanced information about REDD+ is made easily accessible to all stakeholders. For example, REDD+ training targeting national media will promote better informed reporting on REDD+ related issues and help gain their support. This will also accommodate climate change adaptation messages in relation to REDD+.

For international target audience, the communications focus is on image building to encourage further financial support for REDD+ implementation in the country. This will be done by highlighting PNG's progress in developing and implementing PNG's National REDD+ Strategy and sharing knowledge and lessons learned during the process. A key consideration to image building is establishing REDD+ branding. This will contribute to building a positive image of REDD+ and can support awareness-raising activities by communicating a consistent and clear message and identity across all communications mediums.

Communications and Knowledge Management (CKM):

Effective management of communication activities is necessary to ensure information and messages communicated about REDD+ are accurate, timely

and appropriate for each target audience. This includes maintaining clarity and consistency in the communication of REDD+ messages and information.

Establishing and maintaining clear channels of communications and knowledge sharing will help to facilitate better coordination and encourage collaboration between internal stakeholders – who are directly involved in REDD+ Readiness in PNG. It is also important to establish two-way channels of communication to facilitate the flow of information between those leading coordination and target audiences.

Effective knowledge management will help ensure that all knowledge generated through the REDD+ Readiness phase is accessible by all relevant stakeholders and is used to inform decision-making. This requires establishing an information system, including a national REDD+ website, and recording and sharing of knowledge among key stakeholders.

Capacity Building:

Increasing the technical capacity of stakeholders contributing to the implementation of PNG's National REDD+ Strategy (2017 – 2027) is essential to ensuring successful implementation of REDD+ in PNG. This requires raising the understanding of REDD+ among all primary and secondary target audiences, and increasing their technical skills to support REDD+ implementation. For example, increasing the understanding of REDD+ and climate change among Provincial Climate Change Committees will increase their ability to help with implementing REDD+ more effectively as they are ultimately responsible for carrying national messages to the provincial level and vice versa.

Communication Mediums

Following are the mediums that will be used to communicate on REDD+ and climate change to target audiences. The combination of communication mediums used will vary depending on what is the most effective for each target audience. The mediums will also impact on what message will be communicated. For example, a conference can be more in-depth and cover more topics than a TV or radio public service announcement and/or programme.

Online Communications:

Online communications will mainly be used to support REDD+ awareness raising and KM objectives outlined in this strategy. Although internet access is currently not widespread in PNG, it is expected to increase in accordance with Government plans to improve Internet infrastructure in the coming years. This combined with upcoming 3G and 4G mobile coverage nationwide and the reduced price of internet enabled mobile phones will make online communication increasingly important over the duration of this strategy and in the future².

Website:

A website serves as an essential channel for communication to stakeholders internationally and in PNG. A national REDD+ website will provide the main information support for CKM activities. The website contributes to promoting transparency of activities and accessibility of information. (www.pngreddplus.org)

The website will be setup as a stand-alone site and not within the existing CCDA and PNGFA websites to allow for greater control, autonomy and simplified access to information for users. This

website should be managed and maintained by the REDD+ communications team (to be established). All relevant information should be shared on the website in a user-friendly format. Due to the growing use of mobile phones to access the Internet within PNG, an important design consideration is that the website be optimized for mobile users. Website visitor traffic will be monitored on a regular basis using online metric tools like Google analytics.

Social Media:

Social media tools like Facebook and Twitter serve as important platforms for two-way communication and promotion of PNG's REDD+ activities to international and national target audiences. Social media will be used to regularly publicize results and promote discussion on REDD+. Facebook, Twitter and other social media accounts will be setup and managed by the REDD+ communications team (RCT). To keep pace with the rapidly evolving social media space, the RCT will be responsible for ensuring information on these accounts is regularly updated and relevant.

Online News Platforms:

Online news platforms like PNG Loop are relatively new in PNG but are emerging as important mediums for dissemination of news and public opinion on current affairs. Major news outlets including newspapers like Post Courier and radio stations like National Broadcasting Commission (NBC) also run in parallel online news platforms to further disseminate information.

Mobile Communication:

There has been significant growth in the mobile

²Papua New Guinea - Telecoms, Mobile and Broadband - Market Insights and Statistics Analysis - Paul Budde Communication Pty Ltd, 2015

telecommunication sector in PNG and the number of mobile users continues to increase. It may be beneficial to seek innovative ways to capitalize on this form of communication. For example, the use of automated bulk text messaging to the general public or selected target audiences of specific information about REDD+.

Mass Media: Print and Electronic:

Gaining the support of mass media is essential in achieving the REDD+ communication objectives outlined in this strategy. Mass media has the ability to influence a large number of people and shape what they think. Mass media in PNG will be crucial for communicating with local communities and in securing broad based support from the general public. Mass media will be used to raise awareness of REDD+ and promote significant developments of REDD+ in the country. Mass media can be targeted through use of press releases, news features, interviews and media training on REDD+ (particularly on the contents of the National REDD+ Strategy) and climate change issues. Regular engagement with mass media provides opportunities to develop strong relationships with the local media and help improve their knowledge and understanding of REDD+.

Today the media landscape in PNG is characterized by television and print which are mainly available in populated areas; radio which is widely available nationwide, and internet which is most effectively accessed through smart phones and/or mobile networks³.

Newspaper:

Nationally, information disseminated through local newspapers remains an important channel of communication in PNG despite low English literacy

levels and geographical limitations to newspaper circulation. For example, the Post Courier, one of PNG's largest daily newspapers, is written in English and has a circulation of 35-40,000 within mostly urban centres. Timeliness in delivery of news is an additional problem with some rural areas receiving the news up to four days after publishing.

Radio:

Radio has the widest coverage within the media landscape in PNG. Among the biggest radio carriers are FM100 and NBC. Throughout the country, there are a wide range of provincial and community radio stations. Many of these are church run and carry programming related to awareness campaigns that provide useful information to communities. Within, the country radio is an essential communication channel, with FM 100 and NBC used for broad national messaging and more targeted provincial messaging through provincial and community or church radio. Radio will also be used for campaign purposes, combining advertising spots with talkback shows.

Television:

Television reaches populated areas of the country through free-to-air broadcasting. EMTV, NBCTV and TvWan broadcast nationally but their audience reach is still significantly less than radio. There are three main television broadcast stations in PNG.

NBC TV and EMTV broadcast in English and Tok Pisin, promote local content, and have a focus on development issues. TvWan is a commercial station owned by Digicel, which is one of the largest operating mobile telecommunication networks in PNG. TvWan has a number of different channels as well as online tools such as its website, Facebook, Twitter and Mobile Applications to disseminate a variety of content.

³ *Citizen Access to Information in Papua New Guinea 2014*

Printed Communications Materials and Publications

Printed materials play an important part of this CKM strategy and include visuals and text or a combination of both to convey clear and accurate information. Print materials are useful for providing detailed information that cannot be easily remembered. Printed materials will include a variety of products such as brochures, information briefs, policy briefs, posters and event display banners. Messages will be developed based on audience being targeted.

Events

International, national and provincial awareness raising activities and events are important for promoting knowledge and understanding of REDD+ and networking with key stakeholders. These also offer an opportunity to raise awareness through distribution of materials, displays, presentations, speeches and press engagement. A list of events to be attended by CCDA and TWG partners will be prepared on an annual basis and updated as needed. These will include regional networks in which PNG takes part, such as the Pacific Island Forum (PIF), Asia-Pacific Economic Cooperation (APEC) and Association of Southeast Asian Nations (ASEAN). For each event it is important to have a strategy worked out in advance to identify target audience, key messages, activities and expected results. Therefore, a separate document and/or concept paper will be developed to lay out the design and process of each event as necessary and required.

Video and multimedia

Information videos will be developed with subcontracted producers to explain climate change and REDD+ related issues in the simplest possible language, targeting all audiences. The educational videos will focus on issues including a general

introduction to climate change, REDD+ basics and highlighting key topics related to REDD+ for example explaining the issues around the main drivers of deforestation and forest degradation in PNG.

These videos should be pretested with a group of target audiences, and if feasible be produced in Tok Pisin and English versions or Tok Pisin with English subtitles. The video should be designed so that it can be updated as needed. It will be disseminated to selected target audiences through television broadcasts, online platforms and videos projection by using DVDs and CDs.

Conferences, workshops, and training

Media Training:

Providing media training on REDD+ and climate change can help increase media understanding of these issues and encourage positive reporting on REDD+. Media training will help increase the likelihood of correct messages to the population of PNG and provide an opportunity to strengthen the relationship between the media and the REDD+ Communications Team (RCT) and the Programme. Media training on climate change and REDD+ issues will be conducted twice a year. The training editors and reporters from radio, television and print will be invited to attend a series of one-day training, which will take place every six months. Training will be conducted by the RCT, with support of guest speakers and technical experts on the following topics:

1. Basics of climate change and REDD+
2. National Forest Inventory, drivers of deforestation and sustainable forestry
3. National REDD+ strategy
4. National policy approach to implementation
5. Two additional training events on topics to be confirmed



Launching of the PNG National REDD+ Strategy. Photo Credit: FCPF PNG

Capacity development of Provincial Climate Change Committees:

Provincial Climate Change Committees (PCCC) are responsible for carrying messages between national and provincial levels. It is critical that they understand the broader national context of climate change and REDD+. To build their capacity, the followings are recommended:

1. Conduct a REDD+ training course with each of the established committees.

2. Engage the relevant committees in the preparation and implementation of community and demonstration site communications planning.
3. Engage relevant committees in the implementation of the National Forest Inventory (NFI) awareness and other campaigns.
4. Build community facilitators' knowledge to further disseminate information within their respective communities

Knowledge Management (KM)

Given the objectives and principles stated above, the priority for the Knowledge Management component of this strategy is to:

“Establish a system to ensure that knowledge generated through all REDD+ initiatives is accessible to all relevant parties, and utilized to ensure the smooth implementation of the national REDD+ strategy.”

The following steps will be required in order to deliver on this priority:

- Identify all relevant REDD+ readiness initiatives;

- Identify a knowledge focal point within each initiative;
- Work with each knowledge focal point to compile all reports, work plans, Terms of References;
- National REDD+ website will be the platform for knowledge sharing;
- Ensure all knowledge on the website is organized logically and regularly updated; and
- Establish Climate Change Resource Center at CCDA.

Implementation

Implementation of the REDD+ CKM Strategy will be led by the **REDD+ and Mitigation Division** within the **CCDA**, which will coordinate inputs of the **REDD+ Technical Working Committees (TWC)** and source, as needed, additional support from contracted organizations, service providers, and technical consultants. In implementing this strategy, the CCDA will work closely with the PNGFA, which brings extensive technical experience on sustainable forestry and a valuable dissemination mechanism through its established network particularly in local communities.

Roles and Responsibilities

Climate Change and Development Authority (CCDA):

The CCDA is the coordinating body for all climate change related policies and actions in PNG. They are tasked with ensuring PNG's economy develops while simultaneously mitigating greenhouse gas emissions and reducing vulnerability to climate change related risk.

The REDD+ and Mitigation Division is responsible for the coordination of the development and implementation of PNG's National REDD+ Strategy. They support coordination on relevant activities between key partners including: the REDD+ TWC, the Social and Environmental Safeguards TWC, National Forest Monitoring System and Forest Reference Emission Level TWC, the PNG Forest Authority, the Conservation Environment Protection Authority, the Department of Lands and Physical Planning, the Department of Agriculture and Livestock, Department of National Planning and Monitoring, and Provincial and District Administrations.

The CCDA REDD+ and Mitigation Division will lead the implementation of the national REDD+ CKM Strategy, as is appropriate given its mandate. **CCDA Communications** is overseen by **Public Relations Communications** under the direction of the **Managing Director**. **National Communications** sits under the **MRV Division** and provides national consultation communications and reporting to the UNFCCC. An **Information Technology Unit** provides office information technology support and manages web and social media for the organization. In addition, the Adaptation Division handles its own communication activities. All communications are cleared by Public Relations Communications prior to public dissemination.

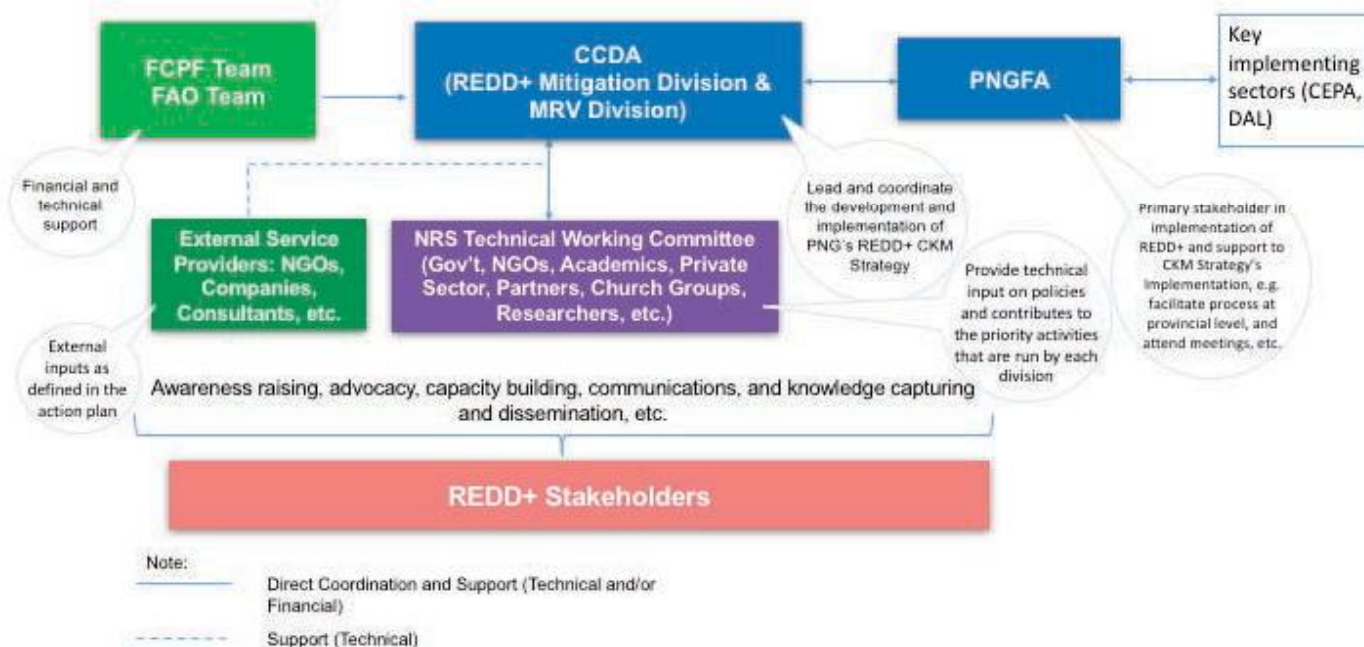
The REDD+ and Mitigation Division currently lacks the resources to implement the communication strategy. Additional qualified staff and financial resources will be required to successfully implement the strategy. A Terms of Reference (ToR) for the implementing agency should be developed. The ToR may be used to formulate the design of a communications unit within the REDD+ and Mitigation Division or to engage an external organization to support the implementation of this strategy. The ToR along with this strategy, action plan and budget define staff capacity and financial resources required for the successful implementation of the strategy.

In terms of strengthening the long-term capacity of CCDA communications, this strategy includes activities such as the development of the website and building of a social media presence, preparation of core communication materials and development of a media network that are preparatory for a fully functioning communications programme. As the

communications staff implements the strategy they will gain valuable practical experience in all aspects of REDD+ communications, which will

ensure an experienced communications unit is in place when full REDD+ implementation begins.

Coordination and Communications Structure of Key Actors of the CKM Strategy Implementation:



Information and Communication Protocol

1. Data collection, knowledge and information sharing by way of approval from each sector to CCDA.
2. CCDA through Core team analyze information and data gathered and develop key messages.
3. CCDA through core team to follow the approval process for publication and information dissemination.

Papua New Guinea Forest Authority (PNGFA)

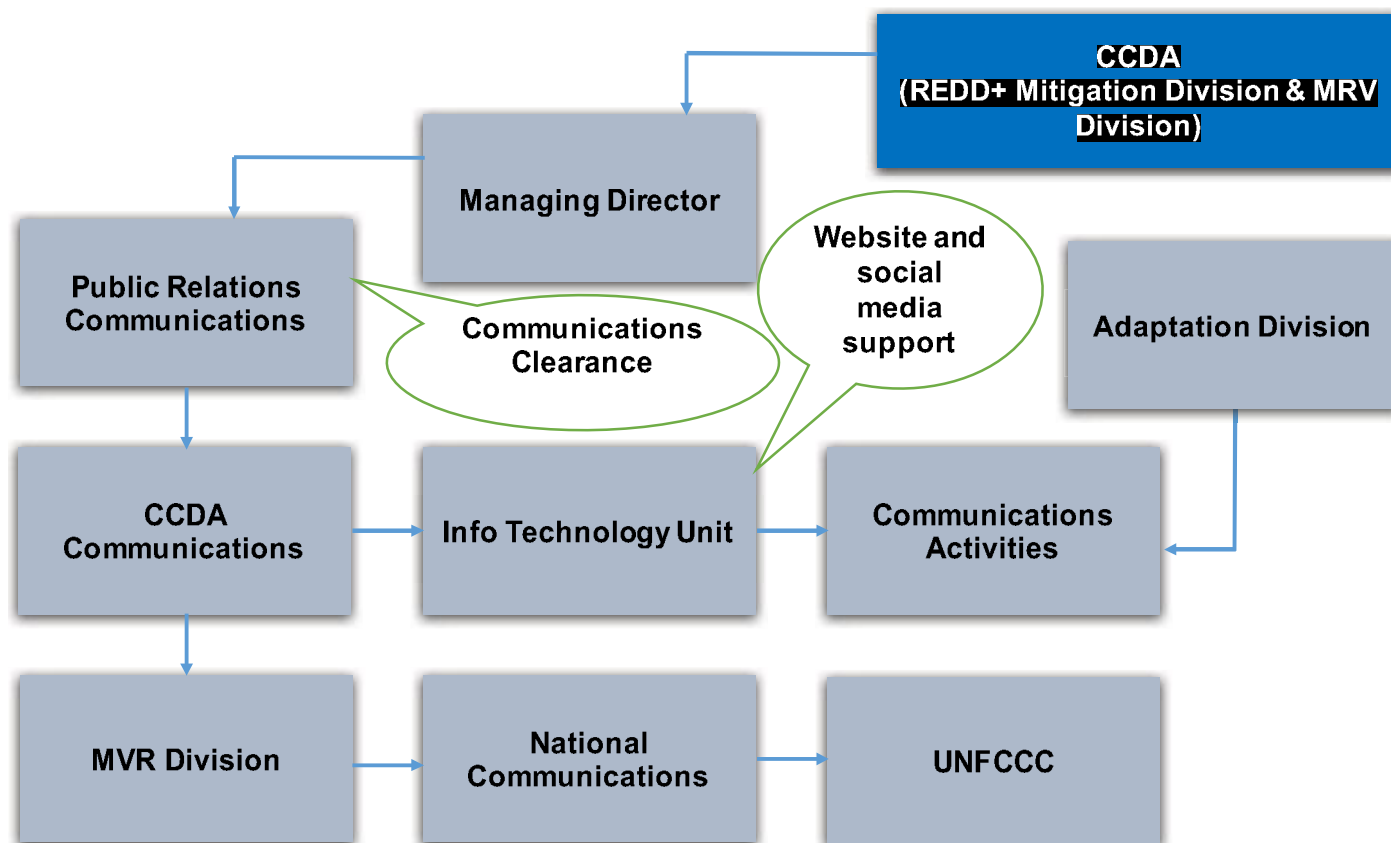
The PNGFA was established in 1993 under the **Forestry Act, 1991 (as Amended)** replacing the former Department of Forest, and unifying all Provincial Forest Divisions and the Forest Industries Council. The PNGFA, with its headquarters at Hohola in the National Capital District, has 16 provincial offices and five (5) regional offices. PNGFA has

over 686 permanent employees throughout the country including foresters, economists, lawyers, accountants and support staff.

All Forestry or forest industry activities come under the ambit of the current Forestry Act, 1991 (as amended) and it is managed by the PNGFA. PNGFA through the Board is empowered to carry out all functions and objectives, manage the affairs, and exercise the powers of the Authority. The Board is assisted by Special Advisory Groups and the Provincial Forest Management Committees (PFMC). With the exception of Jiwaka and Hela Provinces, the other 19 provinces have established PFMCs.

The primary function of the PFMC is basically to enhance the Authority in achieving the broad objective of sustainable forest management for collective benefit for all aspects of development and

Diagram of CCDA's Internal Coordination and Working Process:



provides a forum for consultation and co-ordination one forest management between the National Government and the Provincial Government, forest resources owners and special interest groups.

PNGFA is a primary stakeholder in the implementation of REDD+ and it's supporting CKM Strategy. The initial communication objective will be to ensure that the National Forest Inventory (NFI) is appropriately communicated at the international, national, provincial and local levels. The NFI outreach strategy is being developed and should be integrated into the overall REDD+ CKM Strategy. The PNGFA NFI working group and CCDA will coordinate closely on this activity.

In addition, it is important to ensure that a member of the Provincial Forest Management Committees is appointed as a member of the new Provincial

Climate Change Committees established by CCDA and vice versa. This will have to be undertaken cohesively within the management of PNGFA and CCDA Furthermore, PNGFA should be consulted in the selection of communication pilot provinces, and forest service staff should be trained in climate change and REDD+ to participate in the dissemination of information to local communities. PNGFA will participate in communication meetings.

Technical Working Committees

The CCDA provides a coordination mechanism at the national level for research, analysis and development of the policy and legislative framework for the management of climate change in consultation with key agencies and other stakeholders within the Government's National Strategy on Climate-Compatible Development (NEC Decision No.137/2012).

CCDA's main vehicle for consultation with other key stakeholders for REDD+ is the TWCs, which provides technical input on policy matters and contributes to the priority activities that are run by each division. TWCs are comprised of government, NGOs, academics, private sector, development partners, church groups and research institutions. There are currently three TWCs, National REDD+ Strategy TWC, Monitoring, Reporting and Verification / Forest Reference Level TWC, and the Social and Environmental Safeguards TWC.

External inputs

The CCDA REDD+ and Mitigation Division will also require additional inputs from external sources including contracted organizations, service providers and technical consultants to achieve its objectives.

Where appropriate, specific activities requiring external inputs are defined in the action plan. A register should be developed and maintained that lists organizations, service providers and technical consultants including but not limited to the following:

- Writers and editors (Tok Pisin, English)
- Translators
- Researchers
- Graphic design and layout
- Web designers
- Civil Society Groups
- Multimedia producers (video, animation, sound etc.)
- Printers
- Event organizers
- Facilitators
- Practitioners



*Photo Credit: Sepikriver Xlarge
(Online Phontos Stock)*



One of the coastal villages in Milne Bay Province. Photo Credit: FCPF PNG

Monitoring and Evaluation

Goal: To support Papua New Guinea's REDD+ Readiness objectives by enhancing communication with all relevant stakeholders to raise awareness, share knowledge on REDD+ issues, and enhance capacity to implement REDD+.

This REDD+ Communication Strategy needs to be evaluated and revised over time during both the implementation period and beyond to respond to change that might be occurring as far as changes in approaches on REDD+ occurs.

If successful, the strategy should result in:

- Increased awareness and understanding of REDD+ and the National REDD+ Readiness process in PNG amongst key stakeholders at national level and in particular within key government bodies;
- A shared knowledge base amongst all stakeholders; and
- A strong working relationship and collaboration amongst all relevant stakeholders.

More on evaluation, the implementing team will ensure that it will also provide an opportunity to

adjust the communications goals and strategy. This can be done both formally and informally by asking audience members, stakeholders, and funders or potential funders for their reactions and suggestions for improvements. This can take place at any organizing event, workshop, meeting, emailing, assessment/survey, and/or interview at their office, etc. Thereafter, improvement of the communications processes where needed should be carried out based on the feedback and constructive suggestions. This should be done over the course of six months to one year.

Evaluation should also take an opportunity to monitor the communications goals and CKM Strategy by:

- Tracking any completed communications events, presentations or reports;
- Tracking any solicited and/or unsolicited feedback coming from audiences or stakeholders; and
- Tracking the development of interest in the evaluation from potentially new audiences or stakeholders that were not previously considered.

Logframe Table:

OBJECTIVE	INDICATOR(S)	BASELINE	TARGET	MEANS OF VERIFICATION	ASSUMPTIONS
Increase awareness and understanding about climate change and REDD+ in PNG among relevant stakeholders to gain broad support for its implementation	Process: number of communications materials, products and events about CC & REDD+ for different key stakeholder groups	Very few before the start of the FCPF Project	Each quarter, at least 5-6 products/events	Quarterly reports from Comms Officer/Focal Point to the Project Manager	Numbers of materials contributes to impact indicator
	Impact: Key stakeholders' awareness about CC, forest and REDD+ vision/goal	Very low awareness of Climate Change as priority; or of the National REDD+ Strategy for Responsible and Sustainable Development (to be confirmed through baseline survey)	By the end of 2017, at least 65% of key stakeholders are able to accurately describe the CC, forests, and REDD+ vision/goal. By 2018, the estimation will be 90%.	Annual awareness surveys/ assessments Other supporting verifications: Annual communications audit; TWG meeting minutes; Website traffic; Website search queries; Social media monitoring; Media monitoring, etc.	Adequate and random samples of respondents
Ensure that communication of information and knowledge about REDD+ in PNG enhances stakeholder participation, promotes collaboration, and supports cooperation among partners	Process: Number of events and IEC materials produced and shared to identified target stakeholders	Very few before the start of the FCPF Project	Each quarter, at least 5-6 products/events	Quarterly reports from Comms Officer/focal point to the Project Manager	Events and materials contribute to impact indicator
	Impact: Average awareness scores / assessment results for different stakeholder groups	TBD (if haven't done before, need to conduct awareness surveys)	By the end of 2017, the average awareness scores for different stakeholder groups increases by at least 30% across all groups. By the end of 2018, this figure will be 40%.	Annual stakeholder surveys Other means of assessments, e.g. results from organised events, workshop, etc.	Adequate number of stakeholders surveyed to provide meaningful data / results

OBJECTIVE	INDICATOR(S)	BASELINE	TARGET	MEANS OF VERIFICATION	ASSUMPTIONS
Improve the capacity of relevant stakeholders directly involved in the development of REDD+ Readiness in PNG by enhancing their knowledge and understanding of all technical issues related to REDD+ readiness and implementation in the country	Process: Number of events, training and key information and IEC materials	Very few before the start of the FCPF Project	Each quarter, at least 5-6 products/events	Quarterly reports from Comms Officer/focal point to the Project Manager	Events and materials contribute to impact indicator
	Impact: Capacity, knowledge, and understanding of REDD+ and technical elements among involved stakeholder groups	TBD (Capacity and knowledge assessments/surveys need to be conducted)	By the end of 2017, the average Capacity and Knowledge result/scores for the direct engaged stakeholder groups in the programme implementation increases by at least 35% across all groups. By the end of 2018, this figure will be 45%.	Annual Capacity and Knowledge assessment/survey of direct stakeholder groups	Adequate number of direct stakeholders surveyed to provide meaningful data
Build support amongst decision and policy makers on REDD+ links to PNG's Sustainable Development Strategies	REDD+ reflected in the relevant Sustainable Development Strategies	Not reflected	By the end of 2018, REDD+ is reflected in relevant Sustainable Development strategies and plans	Analysis by the FCPF Project Manager	Adequate number of policies and strategies that will ensure the implementation and actions towards forests protection and green development, etc.

OUTPUTS	INDICATOR(S)	BASELINE	TARGET	MEANS OF VERIFICATION	ASSUMPTIONS
Behaviour Change Communication	Indicators identified for different levels of awareness, knowledge and capacity about REDD+ and engagement in REDD+ implementation	As for awareness of stakeholders' knowledge and capacity monitoring	As for awareness of stakeholders' knowledge and capacity monitoring	As for awareness of stakeholders' knowledge and capacity monitoring	As for awareness of stakeholders' knowledge and capacity monitoring
Advocacy, Awareness Raising and Improved Understanding	Average awareness scores for different stakeholder groups	Tbd (need to conduct awareness surveys)	By the end of 2017, the average awareness scores for different stakeholder groups increases by at least 30% across all groups; and by the end of 2018, this figure is 40%	Annual stakeholder survey	Adequate number of stakeholders surveyed to provide meaningful data
Branding	Application of branding for KM and comms materials under REDD+ PNG	No branding undertaken	By December 2017, all materials produced by REDD+ PNG are clearly and consistently branded; and this does not change thereafter	Survey of REDD+ materials	All partners embrace the branding concept
Communication Management	Consistency in use and management of REDD+ materials	Comm Activities Workplan	By December 2017, all REDD+ partners are communicating consistent messages	Programme reports and monitoring of partners' products	All partners can reach a common understanding on key messages
Knowledge Management (KM)	Forests and Climate policy or relevant policies in PNG is clearly based on knowledge generated	N/A (no existing Forests and Climate policy)	All policy decisions under the National Forests and Climate Strategy, and related decisions under the Sustainable Development strategies can be shown to be based on relevant Forests and Climate and REDD+ knowledge	Programme research on links between policy content and knowledge generated	Political or other considerations do not outweigh the value of knowledge

OUTPUTS	INDICATOR(S)	BASELINE	TARGET	MEANS OF VERIFICATION	ASSUMPTIONS
Media Relations	The number of articles in domestic media about REDD+	Tbd (need data at least from past six months)	By the end of 2018, the number of articles in domestic media (at least one article per month) is at least 50% higher than the baseline	Online research (e.g., web feed data from news aggregator)	Activities under the CKM strategy can be directly linked to the increased coverage
Getting Messages to International Media and Donors	Number of articles in international media on CC in PNG that are related to REDD+/Forests	Tbd (need data at least from past six months)	By the end of 2018, the number of articles in international media (at least one article per month) is at least 50% higher than the baseline	Online research (e.g., web feed data from news aggregator)	Activities under the CKM strategy can be directly linked to the increased coverage
Improved Distribution of Materials	Number of recipients of REDD+ materials	Tbd (need data at least from past six months)	By the end of 2017, the number of recipients of Forests and Climate materials has increased by at least 80% over 2016, and remains at this level in 2018	Programme data collection	Increased number of recipients means higher levels of awareness
Internal Communications in PNG	Regularity of internal communications events	Tbd (need data at least from past six months)	By end of 2017, at least 90% of communications events under REDD+ PNG are held on schedule, and this percentage does not drop thereafter	Programme reports	Internal Communications in PNG



*Empowered lives.
Resilient nations.*



This publication was developed with the financial support of UNDP World Bank's Forest Carbon Partnership Facility REDD+ Project in Papua New Guinea.