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**Food and Agriculture Organization (FAO) and Forestry Commission (FC) of Ghana**  
**ACP-FLEGT Civil Society Integration in Voluntary Partnership Project**

**AWARENESS PACKAGE**

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## ACRONYMS

ACP-FLEGT	Afro-Caribbean Pacific /Forest Law Enforcement, Governance and Trade Programme
CFCs	Community Forest Committees
CRMCS	Community Resource Management Committees
DA,	District Assemblies
EPA,	Environmental Protection Agency
FSD	Forest Services Division
GNFS	Ghana National Fire Service
MOFA.	Ministry of Food and Agriculture
RMSC	Resource Management Support Centre (Forestry Commission)
VPA	Voluntary Partnership Agreement

## ***Introduction***

An awareness creation package for the ACP-FLEGT Civil Society Integration Project highlights the main approaches to be used in educating identified key stakeholders on a series of issues regarding the Voluntary Partnership Agreement (VPA) and its processes in Ghana. The broad purpose is to ensure that all stakeholder groups and the general public have a better understanding of illegal logging and the VPA process, and are informed of their roles and responsibilities in the process. Ultimately, the awareness package seeks not only to inform stakeholders about the VPA and the role it can play in curbing illegal logging, but also to stimulate key stakeholders to be proactive in promoting responsible governance regime which facilitates achievement of sustainable forest management in Ghana.

The framework of the package was initially designed by a group of experts at the project inception workshop. This was further developed by a communication team followed by circulation amongst key stakeholder representatives for comments and inputs. The main strength in the package is the targeting of specific stakeholder groups, determining their awareness gaps and tailoring the message and approach for effective communication. Key amongst the issues is illegal logging and the role the VPA would play in reducing the practices, accruing benefits and expected impacts.

## ***Communication Approaches***

The following three basic approaches are necessary for implementation:

### **1. Selecting the target group: whom do you want to reach?**

To start with, it should be noted that stakeholders include target groups but not all stakeholders are target groups. Target groups in this context may include the people whose behaviour ought to be changed, those who are affected by this behaviour, those with formal responsibilities for the problem and those who influence the opinions and behaviour of those involved. Target groups are relatively homogenous groups of people when it comes to current knowledge, attitudes, practices and interests on the issue. Each target group requires a different communication approach according to their degree of motivation.

2. The exchange of messages is the core of the communication process. Formulating a good message is vital for the success of any communication. The message reflects what you want target groups to know, feel or do, and reflects why they should know, feel or do it. The target group must understand and accept the message in order for it to be effective. So the message must connect to the characteristics of the target group: the existing knowledge, attitude, level of education, lifestyle, interests and their involvement in the problem and solutions.

**3. Determining the communication means: How to get the message across?**

Communication means or channels make the message visual and/or audible to the target group. They have strong impact on the effectiveness of communication because they form the link between the ACP-FLEGT project and the target groups. The means chosen can vary enormously from situation to situation. Face to face conversation is the most powerful communication tool even though it can be done in addition to the use of mass media, posters and brochures.

### ***Key Issues***

The ACP-FLEGT Civil Society project identifies the following issues to be relevant for education and awareness creation:

1. Ghana's Forests: Status and Importance
2. Illegal Activities and Impacts
3. The Voluntary Partnership Agreement Initiative & Processes
4. The ACP/FLEGT Programme: Goals, Objectives and Procedures
5. The VPA Civil Society Integration Project: Goals, Objectives and Approaches
6. Forest Governance, Management and Institutional set up in Ghana
7. Key Forest Policies, Legislations and Procedures on Forest Management
8. Timber Management Exploitation Procedures
9. Community-Based Livelihoods Forest
10. Forest Benefits and Equity

Based on these issues, key communication messages for selected target groups would be formulated. Below (Table 1) is a matrix of the relevance of the issues against identified

stakeholders. From this list of stakeholders, target audience would be selected for the communication activities.

**Table 1 Priority Communication Issues Matrix.**

Note: A= Essential                      B= Necessary                      C= Useful                      N = Not Applicable

Stakeholders	Key Issues									
	1	2	3	4	5	6	7	8	9	10
CRMCs/CFCs	A	A	A	C	C	B	A	A	A	A
Communities	A	A	A	C	C	B	A	A	A	A
CBOs/NGOs	A	A	A	C	C	B	A	A	A	A
Chiefs	B	A	A	C	C	A	A	B	A	A
Schools	A	A	C	C	C	C	C	C	A	B
Logging Workers	B	A	A	C	C	B	A	A	B	B
Millers	A	A	A	C	C	B	A	A	B	B
Processors/Wood Workers	B	A	A	C	C	C	A	B	B	B
Dealers	B	A	A	C	C	C	A	B	B	B
Chainsaw Operators	A	A	A	C	C	B	A	A	A	B
DA/EPA/MOFA/GNFS	A	A	A	C	C	A	A	A	A	A
Forest Forum	A	A	A	B	A	A	A	A	A	A
Law Enforcement Agency	A	A	B	C	C	B	A	C	B	B
FSD Staff	A	A	A	A	A	A	A	A	A	A
Women/Marginalized	A	A	C	C	C	B	B	C	A	A
General Public	A	A	B	C	C	C	A	C	B	B

## Communication Tools

Table 2 below summarizes the various approaches to be used in conducting the awareness creation activities taking into consideration the peculiarities of each stakeholder group. The intensity of each approach as well as the indicative costs are all presented. This table represents a generic blueprint for implementing a comprehensive awareness creation package for the designated stakeholders in a country like Ghana. It is, however, subject to variations depending on local circumstances.

**Table 2. Communication Tools & Estimated Costs**

Stakeholders	Means	Scope/Frequency	Estimated cost
CRMCs/CFCs	Workshops,	Quarterly	1 typical district level workshop/meeting for about 50 persons = Gh ₵5000.00 <b>β</b>
	Leaflets,	Hundred for each committee for community education #	500 printed full colour front & back on Art paper A4 size = GH ₵840.00 <b>α</b>
	Poster exhibitions	Five for each community *	<b>One</b> framed enlarged wall picture with plastic moldings (1m x 1.5m) = GH ₵60.00 <b>Ω</b>
Communities	Meetings,	Biannually	1 estimated at GH ₵500 <b>Σ</b>
	leaflets,	Related to # above	Same as <b>α</b> above
	Durbars,	Biennially	1 estimated at GH ₵ 2000
	Poster exhibitions	Related to * above	Same as <b>Ω</b> above
CBOs/NGOs	Meetings	Biannually	Same as <b>Σ</b> above
	Leaflets	Fifty copies to each group for mass education	Same as <b>α</b> above
Chiefs	Meetings,	Annually	1 estimated at GH ₵1000 for 15 chiefs
	Leaflets,	One copy to each	Same as <b>α</b> above
Schools	Leaflets,	Hundred copies for children education.	Same as <b>α</b> above
	Role play (drama)	One performed by environmental clubs in each school	1 typical school drama estimated at Gh ₵1000
Logging Workers	Workshops,	Annually	Same as <b>β</b> above
	Leaflets,	Hundred copies	Same as <b>α</b> above
Millers	Workshops,	Annually	Same as <b>β</b> above
	Leaflets,	Hundred copies	Same as <b>α</b> above
Processors/Wood Workers	Workshops,	Annually	Same as <b>β</b> above
	Leaflets,	Hundred copies	Same as <b>α</b> above
Dealers	Workshops,	Annually	Same as <b>β</b> above
	Leaflets,	Hundred copies	Same as <b>α</b> above

Chainsaw Operators	Dialogue	Biannually	Same as $\beta$ above
	Leaflets,	Two hundred copies	Same as $\alpha$ above
DA/EPA/MOFA/GN FS	Leaflets,	Hundred copies	Same as $\alpha$ above
	Seminars,	Annually	Same as $\beta$ above
Forest Forums	Workshops,	Biannually	Same as $\beta$ above
	Leaflets,	Hundred copies	Same as $\alpha$ above
	Poster exhibitions	Five each for mass education	Same as $\Omega$ above
Law Enforcement Agency	Leaflets,	Fifty copies	Same as $\alpha$ above
	Seminars,	Biennially	Same as $\beta$ above
FSD Staff	Workshop,	Annually	Same as $\beta$ above
	Leaflets,	Two Hundred copies for mass education	Same as $\alpha$ above
Women/Marginalized	Meetings,	Biennially	Same as $\beta$ above
	Leaflets,	Hundred copies	Same as $\alpha$ above
General Public	Radio,	Biannually	15 minute air-time on Local FM Radio Station cost GH $\phi$ 400
	Calendar,	One thousand copies for mass education	300 pcs of wall calendar printed full colour on Art paper 7 panels spiral binding = GH $\phi$ 7500.00
	Newspaper article,	Quarterly	$\frac{1}{2}$ page guaranteed article in Daily Graphic = GH $\phi$ 730
	Website,	Updated monthly	A private domain + Configuration and maintenance = GH $\phi$ 210, renewable each year @ GH $\phi$ 84.
	Billboards,	Two giant ones	GHC300 per one
	Stickers	One thousand copies for mass education	1 normal bumper sticker (non-transparent) = GH $\phi$ 0.50
	T-shirts	Hundred	1 imprinted high quality polo 'T' shirt = GH $\phi$ 8.00



### ***Project Focus***

Based on the priority issues matrix and estimated costs it is obvious that the ACP FLEGT Civil Society Project cannot sponsor implementation of the entire awareness package but must share the package with other organizations pursuing similar objectives. Incidentally, such an initiative has been started under the auspices of the TROPENBOS Ghana and a meeting was held on it in December 2010.

On the part of the ACP FLEGT CS Project all the identified stakeholder groups would be targeted since they together constitute a critical network to which the awareness issues are pertinent on a more or less equal basis. Within resource constraints under the project the key implementable approaches are as outlined in Table 3 below.

**Table 3. Key Awareness Creation Activities to be Implemented by ACP FLEGT Civil Society Project.**

<b>Folio</b>	<b>Stakeholder Groups</b>	<b>Means</b>	<b>Approaches</b>	<b>Remarks</b>
1	All	Approximately 1000 leaflets	To be distributed during events and explanation offered whenever opportunity exists.	Already more than 100 copies of a simplified version has been developed and distributed during events
2	All	Website	Upload Interactive webpage where stakeholders would be educated and views shared on pertinent VPA Issues	Web manageress contacted and furnished with material to design website.
3	All	250 Posters	Attractive and purposeful poster in the form of a two-year calendar would be printed	Ideas traded with a communication expert on what message should feature on the poster (calendar)
4	CRMCs, Forest Forums, Loggers, Forestry Commission staff, etc.	Approximately 10 Workshops	VPA issues and Project aims and objectives would be highlighted and opportunity offered for feedback at all such events	Cumulatively over 300 individuals have been educated through this means since the onset of the project.
5	Schools	Role-plays and school clubs	Two ‘School Environmental Clubs’ will be organized at each project site to educate pupils on the ill-effects and solutions to unsustainable forest practices	Concept introduced at stakeholders workshop and popularly accepted. Guidelines being designed.

In general, depending on resource availability from within or outside the project, the remaining aspects of the awareness package would be implemented under other funding schemes to deepen understanding of the implications of illegal forest activities amongst all stakeholders. Another key strategy is to secure slots at various public events to highlight the project's aims and objectives. Already such opportunity was utilized during the Third National Forest Forum held in December in Kumasi to reach an audience of over 100. Such recipients are also enjoined to pass on the information acquired unto their constituents.

## ***Conclusion***

While implementing the awareness programme, observations would be made, lessons acquired and general evaluation conducted to determine the effectiveness of the approaches used vis-à-vis their cost outlays so as to provide advice to guide similar initiatives in the future. It is hoped that the implementation of the selected elements of this awareness package would substantially improve the overall understanding of the targeted stakeholders and influence them to positively contribute towards the achievement of sustainable forest management.