



Communication, Education and Public Awareness

Presented by

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Summary of Presentation

This presentation looks at 3 main areas

1. The socio-political and economic context of the WA sub region from a historical perspective , based on the notion that understanding the underlying problems in West Africa is critical to efforts in seeking durable solutions for b/d conservation and sustainable development.
2. Definition of CEC – CEPA and its importance for communicating about B/d in WA
3. Behaviour Change Strategies and examples of communication models to influence change.
4. Possibilities for partnerships of different stakeholders in the national and regional contexts
5. The conclusions and recommendations are intended to emphasise the dire resource constraints faced by the various stakeholders in tackling b/d issues and the critical role that good governance and a conscientious management of NRs can play in reversing the current trends of rapid b/d loss and environmental degradation

We start from the Premise

That we live on the wealthiest continent in terms of natural resources and biological diversity

That WA countries are richly endowed with oil, precious minerals, forests, abundant water and marine resources, excellent tourism possibilities and a dynamic people.

They people of WA should be among the world's most prosperous

But???

- why is WA counted among the poorest of regions in the world?
- why have armed and civil conflicts dislocated the social and economic fabrics of some WA countries?
- why have WA's people not realized much good from the abundance that the region is endowed with?
- why are many now feeling threatened by the dire consequences of a changing climate?

B/d conservation and sustainable development

Should be pursued taking account of:

A history, fraught with complex relationships with the outside world over last 500years– leading to:

- Slavery
- Colonization
- Debt and Inequitable Terms of Trade
- Unsustainable Resource Exploitation to sustain ‘economies’
- Bad Governance and Pervasive Corruption
- Civil Wars – Lib, SL, Cdl
- Tribal / language differences and related conflicts
- Poor Infrastructure and Dismal Social Services in some countries
- High Illiteracy Levels and declining educational standards
- Massive Unemployment and growing crime rates
- Youth Crisis

B/d conservation and sustainable development

1. *In many b/d rich countries, the forces promoting b/d are not consolidated and powerful enough to influence major policy decisions in favor of effective conservation policies.*
2. *Gov agencies do not play an effective enough lead role for b/d due to:*
 - *conflicts of interest and shortage of political will;*
 - *Inadequate and sometimes zero funding*
 - *low technical capacities, low staff morale and **hardly any women** in b/d cons*
 - *aging technical staff working with obsolete policies*
 - *mismanagement of available resources and heavy reliance on ext support*
 - *exploitation of knowledge gaps by more informed and technically competent experts from north / west , whose donor nations define the priorities*

*This **gap in decisive leadership** by many WA Govts represents a **major obstacle** to achieving substantive progress in implementing the CBD*

Impacts of Conflicts on Nature

Development efforts in Liberia and Sierra Leone

- Loss of species (Hunting/Bush meat)
- Forest Fragmentation & Habitat Loss
- Expansion of refugee settlements
- Over-exploitation of natural resources
- Unsustainable Forest Management Practices
- Inadequate Technical Capacities in public and private sectors
- Mining in Forest Reserves (Surface Mining)
- Poverty & Inadequate Access to Resources & Benefits
- Corruption – Resource Allocations
- Limited Participation of Women
- Mono Cropping Agriculture
- Land Ownership & Tenure Issues (Squatting in forest areas)
- Poor coordination among actors

Primary Forests

in Sierra Leone and Liberia



World Class Beaches

at the foot of coastal montane forest in Sierra Leone



Ecotourism Resort

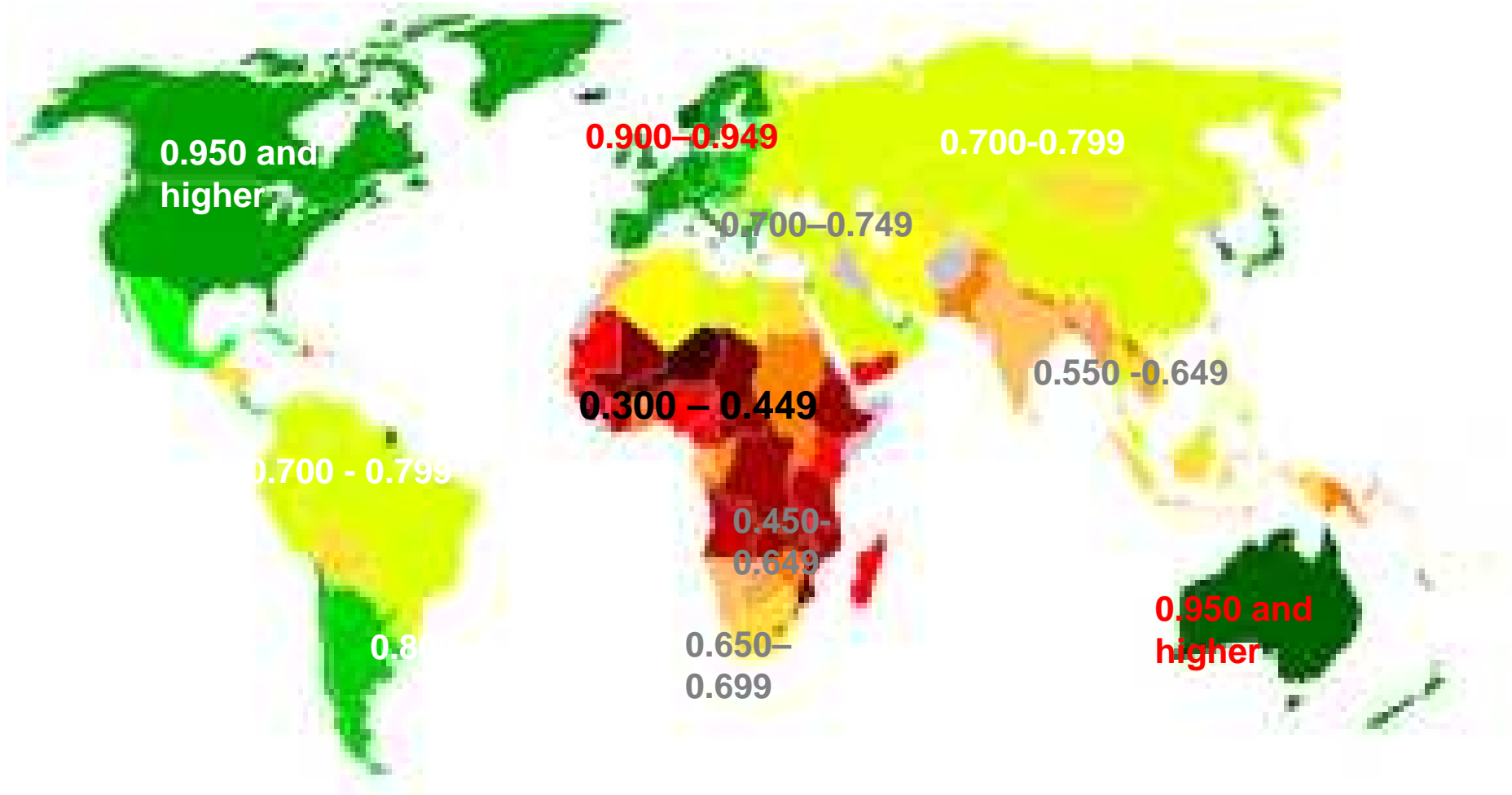
South Eastern Sierra Leone



with the rare pygmy hippopotamus

Africa in Context

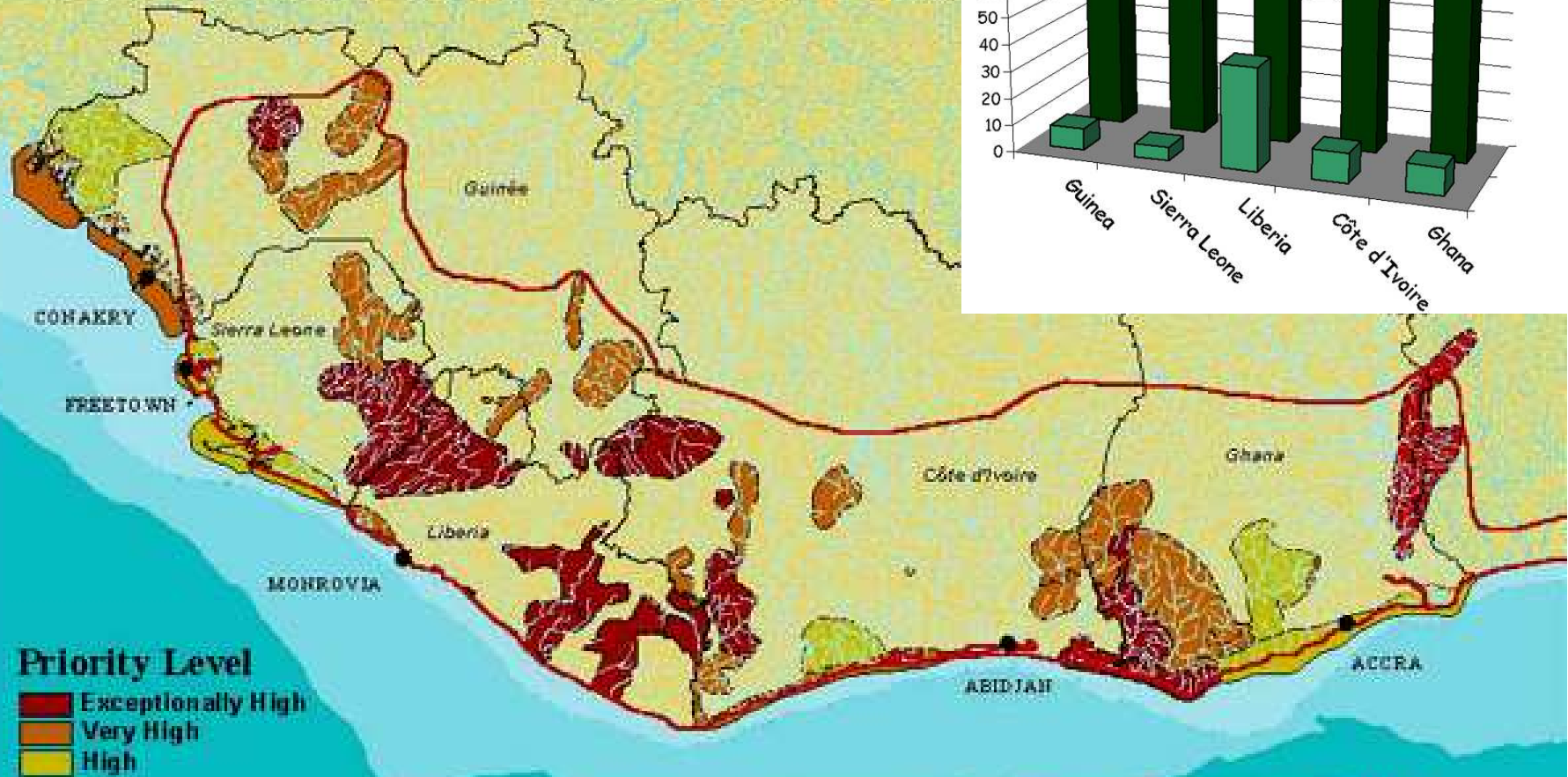
Human Development Index 2005



Biodiversity Hotspots in West Africa

Regional Conservation Priorities

From the Forest to the Sea: Biodiversity Connections
De la Forêt à la Mer: Les Connexions de l'Écosystème



*Conservation Priority Setting Workshop
 Elmina, Ghana Dec 6-10, 1999*

Vision 2025



Logging and Deforestation

in Liberia



Rutile Mining

Titanium ore in Sierra Leone



Result of Rutile Mining

Attempts to rehabilitate land – Acacia planted in 1992



The Precious Diamonds

Curse or Blessing?



Artisanal Diamond Mining



Bauxite Mining



Slash and Burn Agriculture

Preparing for the farming season



Clearing for Farming and Fuel



Charcoal for Cooking

Transport into the city



Rising Sea Levels

eroding economic livelihoods



The Conflict Factor

Smuggled weapons in exchange for minerals and timber



in Liberia

Child Soldiers

Civil Wars in Sierra Leone and Liberia



Refugees and Internally Displaced

A result of war



Migration to forest and mineral rich areas



Challenges to Delivery of Assistance

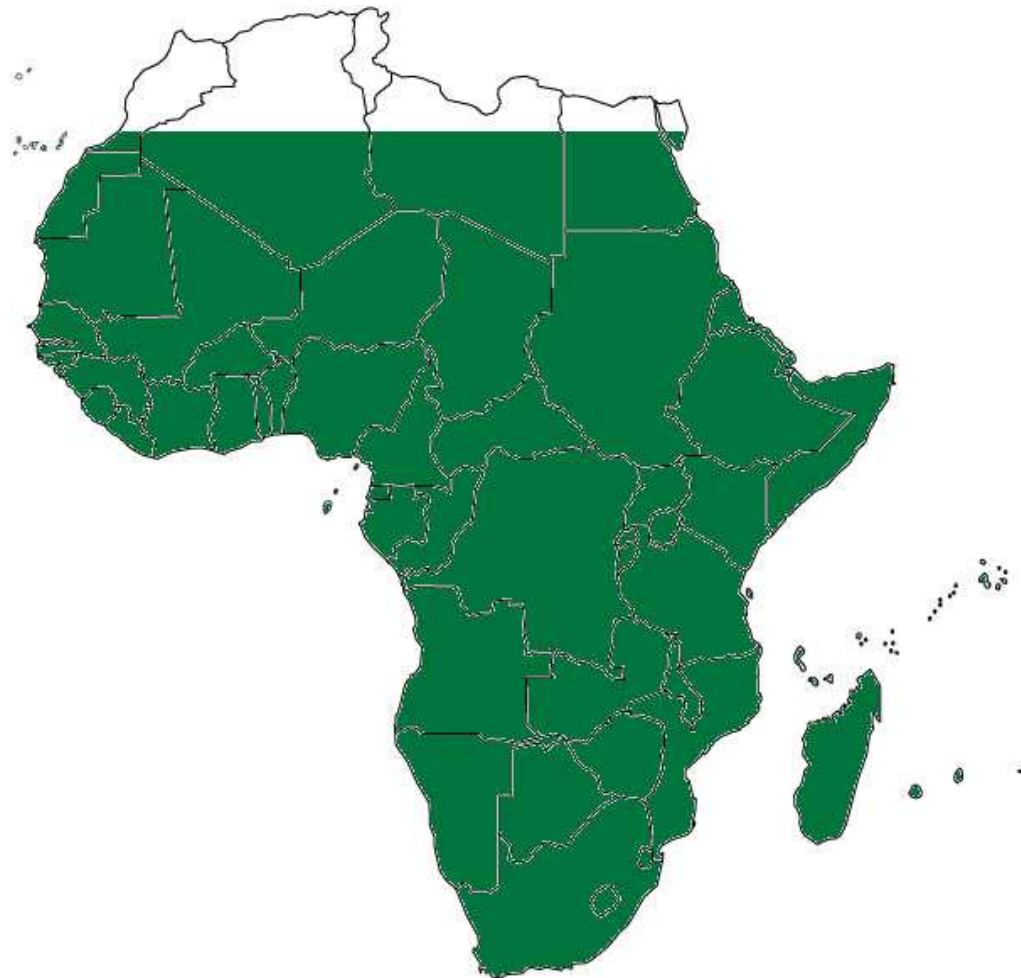


Roads and Bridges



Journey to Prosperity

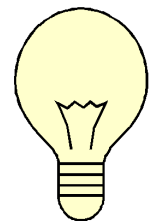
Early 1900's



Full tank

Half tank

Empty



Journey to Prosperity

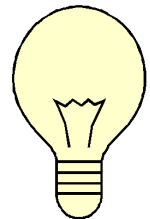
Post 2nd world war and independence



Full tank

Half tank

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Journey to Prosperity

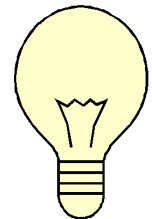
Civil wars



Full tank

Half tank

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Journey to Prosperity

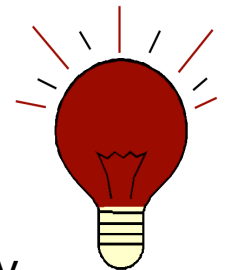
Post civil wars



Full tank

Half tank

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Journey to Prosperity

2025

Full tank

Food Self-sufficiency

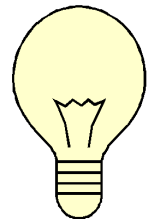
Poverty Eradicated

Half tank

**Natural Resources Managed
Sustainably**

Degraded Areas Reforested

Empty



What is CEPA?

Communication, education, & public awareness: a policy tool

‘CEPA is the oil that makes the technical mechanisms of the Convention work’

Mix of social instruments (e.g. information, exchange, dialogue, education, training, marketing)

Many experts dream of ‘educating’ the general public, making everyone an expert

Often CEPA is only thought of as an end of pipe tool (lecture, publication, poster)

Scientific information alone is not enough; convincing people does not work

CEPA deals with processes not with just transfer of information

CEPA as much needed instrument

Tool to involve other ministries and sectors

Tool to change current perceptions, attitudes, practices and behavior of various stakeholders and the general public. It is created by the IUCN CEC

What is CEC? IUCN Commission on Education and Communication.

CEC is a global Network of experts in Education and Communication to support IUCN in its

Mission:

Influence, encourage and assist societies to conserve the integrity and diversity of nature and ensure any use of natural resources is equitable and ecologically sustainable

CEC needs analysis NBSAP coordinators

- Realistic priorities, easy to communicate
- Developing networks
- Developing solutions for conflicting interests
- Acquiring support from other ministries or regional authorities
- Developing strategies, methods and media to market and communicate to different target groups and the general public in order to **change behaviour toward responsible stewardship of natural resources and the environment**

Behaviour Change Strategies

- Provide other or new behavior patterns
- Legal regulation and enforcement
- Financial-economic stimulation
- Information, education en communication
- Social models and support
- Organisation change
- Changes in norms and values (morality

How Easy is Behaviour Change

Time again and again it becomes painfully clear that there is a big difference between what we know and what we do (e.g. with respect to environment, the car, smoking, safe sex)

Changing behavior is very difficult and costs time

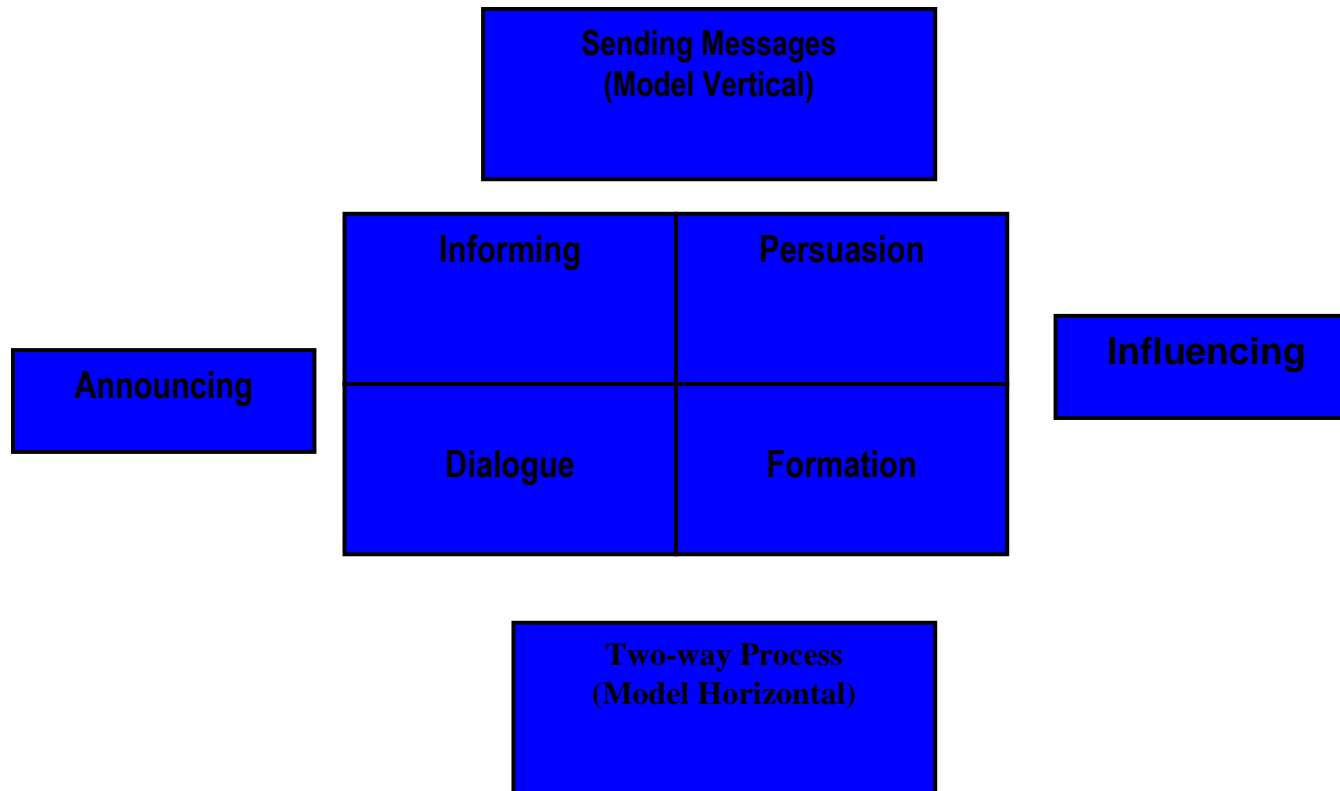
Environmental friendly behavior is one of the most difficult to achieve especially in context of WA.

Maslow's Hierarchy of Needs

How do you tell an illiterate subsistence farmers whose farming calender is disrupted by erratic rains, that its due to CC and they should act more responsibly?



Communication Models (Vertical and Horizontal)



Examples of Communication models

The gov is preparing a law on EIA, read draft and send your comments –

Information approach

Use Pro Silva method for forest man't. It lowers your costs, creates regular income, gives more undergrowth and improves the immune system in your forest. **Information approach**

Your forest is not only your property, but also the property of all beings living in the forest and that of future generations. **Emotional approach**

We need to save our NRs for future generations; every human has the right to a healthy env't. **Emotional approach**

B/d day: the world is changing, give your ideas and join in our poster competition, phone video competition and many more activities.

Behaviour approach.

Now we can stop using fossil fuels and replace them with renewable energy sources, an environmental friendly alternative, which is more economical in the long term. **Behaviour approach**

Examples of communication models

Policy statements and law enforcement

Government bans timber exports in SL

Government has re-imposed a timber export ban because of what it says is indiscriminate plundering of forests by Chinese and other foreign companies.

"They just invaded and started doing what they felt like doing," Forestry Minister Joseph Sam Sesay said. *BBC news report -January 2008*



Demonstrating tree nursing in schools



Demonstrating Tree planting in refugee camps



Demonstrating domestic energy conservation



Information Flow, Regional Network for Environmental Action

International Networks

- Green Peace
- Friends of the Earth

Regional Networks

- Regional advocacy (MRU, ECOWAS, EU, US, Asia)
- Fundraising (GEF, WB, ADB, EU)

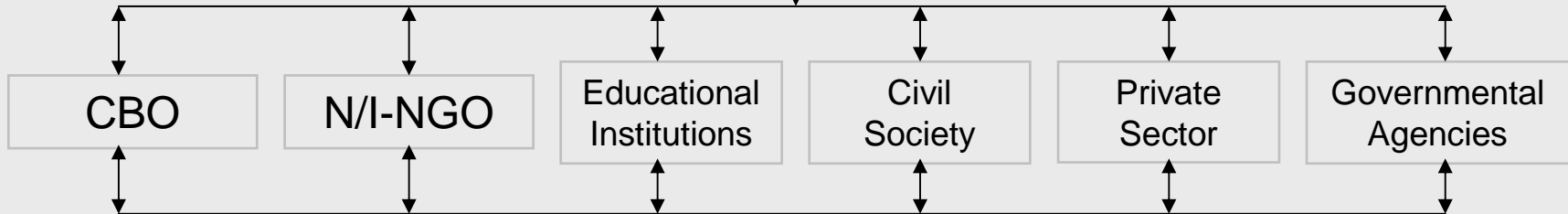
IUCN,
UNEP,
ECOWAS

Focal Points

- Setting up database (Website, etc.)
- Exchange visits
- Fundraising for regional initiatives
- Capacity building / training for partners

National Networks

Key Stakeholders



Communication

Conclusions

Responsible and moral behaviour by WA governments and their developed northern / western partners, and clear demonstration of their understanding of the links between management of natural resources, conflicts and poverty will accelerate the pace towards poverty eradication and sustainable development.

Sustained economic development is **only possible** when the ecological foundation on which human society has been built, is respected.

Recommendation

The public and private sector investors, especially in the mining and forest industries and other recovery and reconstruction programs, **must be strongly encouraged and enabled, to mainstream the cross cutting sector of environmental and natural resource management in their program activities and fundraising strategies.**



Merci – Obrigado – Thank You