



# **ENSURING RESILIENT ECOSYSTEMS AND REPRESENTATIVE PROTECTED AREAS IN SOLOMON ISLANDS (EREPA)**

## **COMMUNICATION PLAN OF ACTION**

**2024 -2025**

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## Acknowledgement

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## Acronym

CPOA	Communication Plan of Action
ECD	Environment Conservation Division
EREPA	Ensuring Resilient Ecosystems and Representative Protected Areas
MAL	Ministry of Agriculture & Livestock
MECDM	Ministry of Environment, Climate Change, Disaster Management & Meteorology
MOFR	Ministry of Forestry & Research
PAs	Protected Areas
PAAC	Protected Area Advisory Committee
PSC	Provincial Steering Committee
PMU	Project Management Unit
M&E	Monitoring & Evaluation

## 1. INTRODUCTION

This document is the EREPA Project's 'Communication Plan of Action' (CPOA). The CPOA adopted its strategic choices in terms of its vision, scope, and cadence from the Ministry of Environment Climate Change, Disaster Management and Meteorology (MECDM's) Communication Strategy. The MECDM's communication strategy provided the background information and the strategic scope for this CPOA. This CPOA focuses on key messages, target audiences, type of activities, implementation plan, and monitoring and evaluation. This plan is an important document. It is a simple guiding tool for effective communication of key messages of the project. It also enhances project visibility across scale. Moreover, it provides an opportunity to measure the success and impact of the project in relation to the key messages. This CPOA intends to be simple, clear, easy to follow, relevant and achievable in the next 18 months.

### 1.1 GOALS

The goals guiding the CPOA are to increase project visibility, raise awareness on the importance of protected areas; and promote the integration of sustainable livelihoods and conservation.

### 1.2 OBJECTIVES

To achieve the main goals, the objectives for the CPOA are to:

- a) strengthen collaboration with stakeholders and project partners through information sharing;
- b) inform and disseminate information, widely, to various target audiences;
- c) strengthen integration of sustainable livelihoods and conservation through community land use planning,
- d) actively engage Provincial Project Coordinators (PPCs) in the implementation of the CPOA,
- e) ensure communication channels promote inclusivity to reach differently abled persons,
- f) integrate traditional ways of transmitting information and knowledge, where relevant to target audiences; and
- g) ensure resourcing and strengthening the capacity of the communication unit to support implementation of the CPOA.

### 1.3 PRINCIPLES

The following principles underpin the work undertaken by all parties involved in the implementation of the CPOA:

- a) *Fairness* in integrating community-oriented approach through the role of tribes in the process of protected areas application

- b) *Inclusivity* in messaging and dissemination of information to meet different needs
- c) *Respect* for people and partners in the implementation of the CPOA
- d) *Transparency* for enhanced collaboration and cooperation in the management of PAs
- e) *Adaptability* in implementation of the plan based on monitoring and evaluation
- f) *Effective communication* using both traditional and contemporary methods where relevant to enhance mutual understanding of key messages

## 2. KEY MESSAGES

### 2.1 FOUR KEY MESSAGES

The CPOA ensures targeted audiences' implemented actionable measures for success. The key messages are crafted, cognisant of the project components, the context, challenges and opportunities to enhance the success of CPOA. The four key messages are: i) strengthening collaboration and cooperation; ii) reinforcing people-nature interrelationships in Protected Areas; iii) integrating sustainable livelihoods and conservation; and iv) increasing project visibility (see Figure 1)

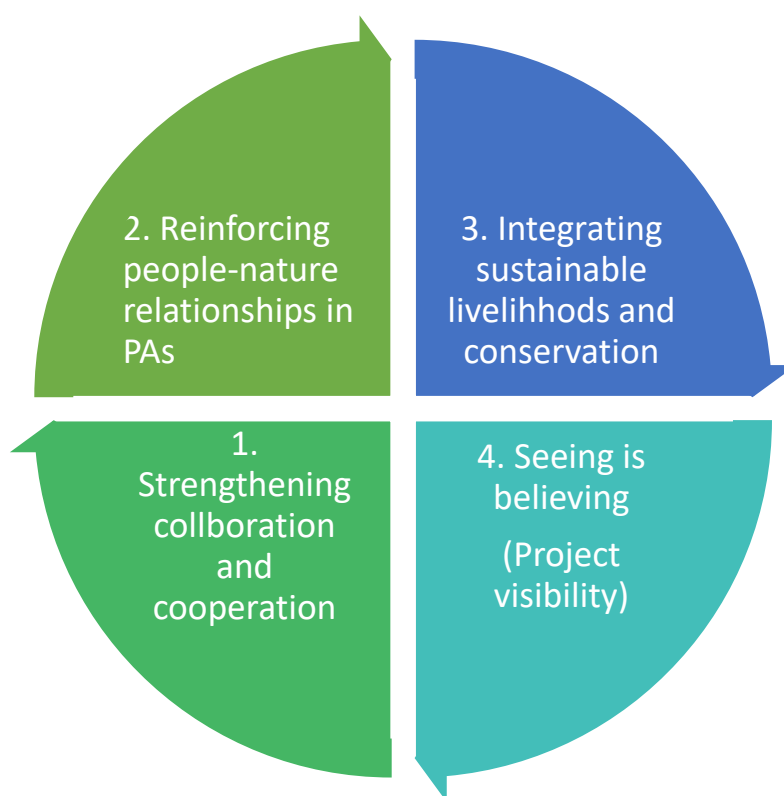


Figure 1: Four key messages underpinning the CPOA

*Key message 1: Strengthening collaboration and cooperation*

This message respond to Goal two that promote the integration of sustainable livelihoods and conservation. Sustainable livelihoods and conservation are the responsibility of two different sectors (MECDM and MAL). Working in silos is common. Therefore, strengthening collaboration and cooperation is critical to the success of the project. At the project component level, this message is important to ensure collaboration and cooperation by ‘stakeholders in planning for improved management of land, forest and water resources’. Collaboration and cooperation is also important for declaration of PAs that required the collective action of tribes, MECDM and project and support organisations for success of the key message.

*Key message 2: Promoting people-nature relationships*

This message promotes community-based conservation whereby tribes take active lead roles in the Protected Areas process. People have an integrated relationship with the environment and resources they depend on for their wellbeing. People separated from nature are marginalised, because their wellbeing, survival and long- term development intertwined with nature.

*Key message 3: Integrating sustainable livelihood and conservation*

Conservation without sustainable livelihoods is undesirable. Sustainable livelihoods without conservation is monotonous. Community-oriented approach to ensuring resilient ecosystems and representative protected areas requires co-evolution of sustainable livelihoods and conservation. Strengthening sustainable livelihood and conservation is imperative for long-term success in PAs.

*Key message 4: Seeing is believing (Project visibility)*

Conservation must be seen to work to be believed. Community-based approaches must focus on enriching people’s practical and unique experience on PA sites. PAs should be fun places that should stimulate one’s imagination and reinforce stewardship in people.

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## 2.2 LINKING KEY MESSAGES TO TARGET AUDIENCES, ACTIVITIES, IMPLEMENTATION PLAN AND M&E

Key messages in the CPOA is central to the success of the CPOA because it links to all other aspects of the CPOA including target audience, activities, implementation, monitoring and outcomes (see Figure 2). Effective messages enhance success in the implementation and achievement of the outcomes. Key messages that underpin the activities must have impacts that are, seen, felt, heard and touched by community beneficiaries.

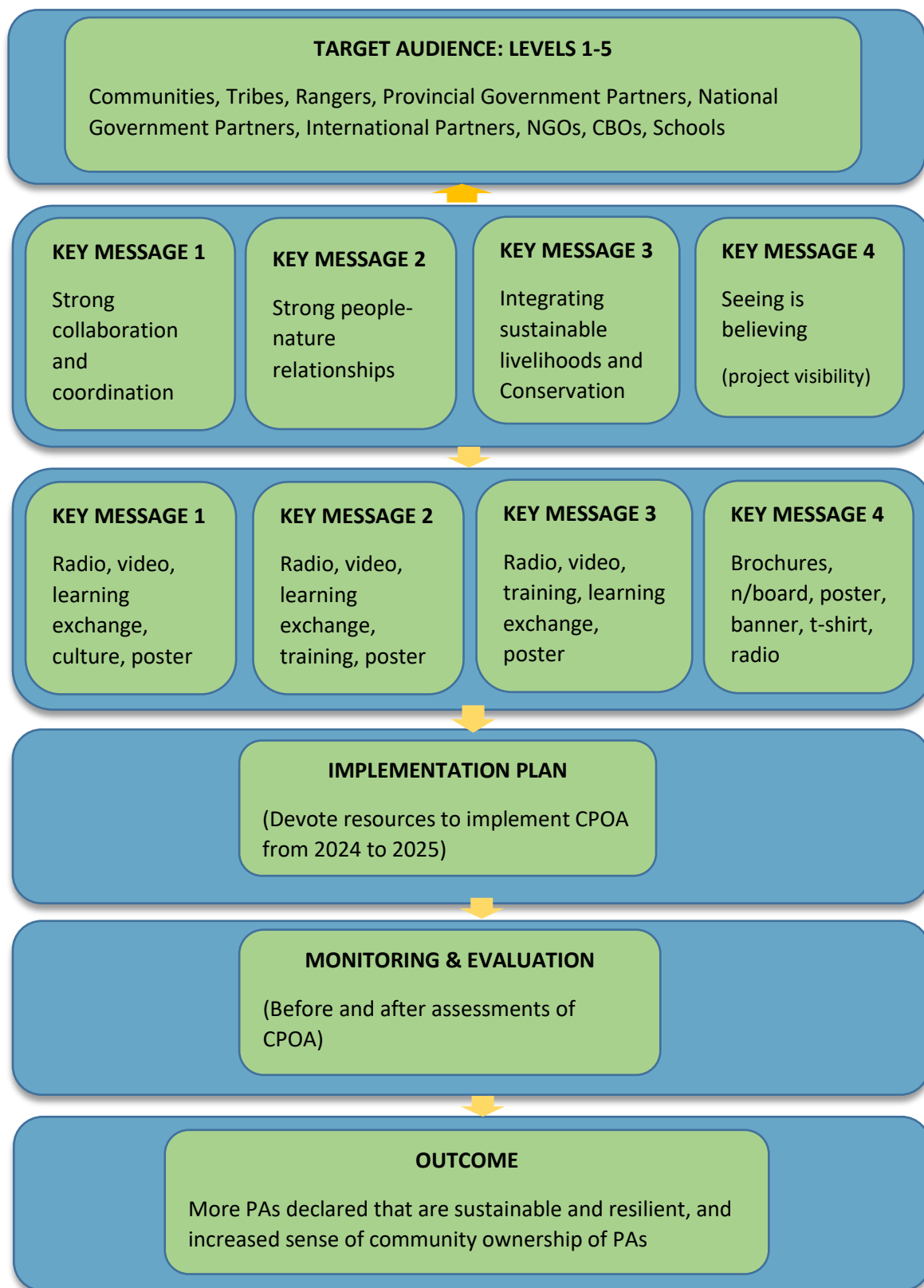


Figure 2: The linkage between key messages and other components of the CPOA



### 3. TARGET AUDIENCES AND COMMUNICATION CHANNELS

Based on level of priority for stakeholders, the target audiences categories include; community, provincial, national, international and others. Community (level 1), target audiences, are the top priority for the success of this CPOA. Possible channels of communication differs between the target audiences from the community, province, national, international and others. ‘Others’ refer to target groups that fall outside of the four main categories. An example of ‘others’ is an NGO (for e.g. Live and Learn).

No.	Target audience	Levels (1=community, 2=provincial, 3=national, 4 = international, 5=others) of priority	Possible channels
1	Rangers	1	Workshops, brochures, t-shirts, posters, radio, video, training
2	Protected Areas Advisory Committee (PAAC)	3	Emails, workshops, reports
3	Provincial Steering Committees (PSC)	2	Quarterly reports, meetings, emails, phone
4	National Partners (ECD, MECDM, MAL, MoFR, PMCU, Coms Unit)	3	Emails, phone, t-shirts, posters, trainings, workshops, progressive reports, social media
5	IUCN & SPREP	4	Progress and annual reports, Press Release
6	NGOs (e.g. Live & Learn, MMGB)	5	Emails, workshops, trainings, posters
7	Provincial Government	3	Emails, phone, progress report, workshop, training
8	Tribal leaders/ landowners	1	Radio, workshop, training, t-shirts, posters, video, brochures
9	Solomon Islands Rangers Association	5	Email, workshop, training, brochures, poster, phone, meeting, social media, traditional methods
10	Communities hosting PAs	1	Workshops, training, t-shirts, brochures, meeting, sports, culture
11	Community High Schools	1	Brochures, posters, t-shirts, educational activities



## 5. COMMUNICATION EQUIPMENT

Implementation of the CPOA requires specific equipment. This included digital camera, voice recorder, headphones and external drives to store project documents and photos. The equipment include:

No.	Equipment	Quantity	Method of disposal
1	Digital camera	5	Handover to MECDM/ECD/Com Unit
2	Digital voice recorder	2	Handover to MECDM/ECD/Com Unit
3	Head phones	2	Handover to MECDM/ECD/Com Unit
4	External hard drive	5	Handover to MECDM/ECD/Com Unit
5	Power Bank	6	Handover to MECDM/ECD/Com Unit
6	Satellite phone (only if possible)	TBD	N/A
7	Business cards	100 (for all)	N/A

## 6. MONITORING AND EVALUATION

Monitoring of the CPOA is important to track the progress and success in implementing the activities listed in the Implementation Plan. The PMU sets M&E schedule to occur at least three times in the next 18 months. A monitoring report is required for each monitoring exercise undertaken. The monitoring report must take into account the *before* and *after* scenarios for the activities assessed the Implementation Plan.

## 7. CAPACITY BUILDING

PMU shall organise hands on training, in the field, for PPC's to be trained by MECDM's Principal Communication Officer on basic communication skills in photography, video shooting, recording, video editing, script writing and other skills relevant to support quality implementation of this CPOA.