



GEF

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October 18, 2001

Dear Council Member:

I am writing to notify you that we have today posted in the GEF's website at www.gefweb.org, a medium-sized project proposal from World Bank entitled *Indonesia Forests and Media Project (INFORM)*. The GEF will contribute \$940,000 towards a total cost of \$1,232,055.

This project will focus on the promotion of forest conservation and improved forest management as a means to stop deforestation and environmental disasters. The campaign would strive to simultaneously educate policymakers and forestry officials on the need for effective sustainable forest management policies, and consolidate concern and public pressure for resolution of forestry concerns by promoting more active roles for NGOs and civil society in encouraging local and national government (particularly Ministry of Forestry, Ministry of Environment) to take strong action to address forest issues.

The project proposal is being posted for your information. We would welcome any comments you may wish to provide by November 8, 2001, in accordance with the procedures approved by the Council.

If you do not have access to the Web, you may request the local field office of the World Bank or UNDP to download the document for you. Alternatively, you may request a copy of the document from the Secretariat. If you make such a request, please confirm for us your current mailing address.

Sincerely,

cc: Alternates, Implementing Agencies, STAP

OFFICE MEMORANDUM

DATE: October 9, 2001

TO: Kenneth King, Assistant CEO, GEFSEC
Att.: GEF PROGRAM COORDINATION

FROM: Lars Vidaeus, GEF Executive Coordinator

EXTENSION: 3-4188

SUBJECT: **Indonesia: INFORM**
GEF Medium Size Project (MSP) for CEO Endorsement – Resubmission

1. Please find attached the electronic file for the revised MSP Brief for the above mentioned project which we believe is now ready for circulation from the GEF CEO to Council. The revised proposal addresses comments received from the GEF Secretariat (in *italics*) on the MSP Brief we submitted to CEO on August 8, 2001, as follows:

Consistency with the eligibility criteria for Short Term Projects. INFORM aims to raise civil society awareness and increase its involvement in actions to address the forest crisis in Indonesia as a means to improve governance of forest resources and thereby strengthen biodiversity conservation. The project's consistency with the criteria for Short-term Response Measures is outlined in paragraph. 7.

Approach and indicators on how the project will influence the CGI process on forest governance. The project's links to the CGI process were reflected in the original text and have now been added to the list of indicators. While considerable attention will be paid to the CGI process, the project will also encourage the engagement of civil society with important national stakeholders such as the forest industry and local government.

Government contribution. Given the nature of the project, we believe government co-financing is not appropriate. However, it should be noted that the national Conservation Department is already spending some \$108,000 each year on awareness activities in and around forest protected areas, which is included in the baseline costs.

Country ownership. The project will be undertaken by a 'forum' comprising the Indonesian-led country offices of major international NGOs. The project is thus very much "Indonesia-owned" and promoted by national conservationists. All the Forum members are providing cash and kind contributions and Conservation International (the main partner) has increased its contribution by nearly \$100,000, raising total co-financing from the Forum by nearly one-third. As explained in paragraph 14 of the Summary, it is expected that indigenous NGOs concerned with forest conservation, such as WARSI (active in the GEF Kerinci project) will also join, or work with, the Forum.

Co-financing from other organizations concerned with forest management. Total current donor commitments for forest/biodiversity work are estimated to be some \$40 million. In addition, several donors, including the World Bank, have contributed substantial new complementary funding specifically to promote forest policy reform and address illegal logging activities. The Bank is contributing \$500,000 this year alone (from its own core budget, and from the Dutch and Australian trust funds). DFID has seconded an expert specifically to monitor, analyze and help Indonesia address forest and conservation policy issues. In addition, many other donors are funding aspects of the forest/biodiversity monitoring and policy dialogue – as listed in the proposal. While the donors have broadly agreed that it would be inappropriate to have any new forestry sector lending until such time as the necessary forestry sector reforms occur, the proposed project is designed to assist and speed those changes and therefore catalyze new assistance. Thus, far from shouldering a the major part of the reform effort through INFORM, the GEF is actually being asked to help catalyze new complementary action by mobilizing civil society to join the process of forestry reform. It is worth noting too that the ratio of GEF inputs to other contributions within the INFORM project itself is most likely to decrease as further commitments to INFORM are secured through project inception activities and mobilization of the full campaign. In due course the activities and outcomes of INFORM could also link with preparation of a possible new Bank project, 'District-level Reform and Procurement', which is expected to link development assistance at district level to agreed performance indicators, including forest protection/conservation.

Sustainability. The awareness-raising activities that INFORM will support are not expected to continue in the same form beyond its planned 18-month duration. However, the associated USAID-funded GreenCOM project will continue, and other donors and the NGOs themselves are very likely to fund a range of follow up activities. In addition, one of the most significant aspects of the INFORM project is that it will mobilize active public support for the work of the conservation NGOs and help the NGOs develop a national subscribing membership and reduce their dependence on outside donors.

2. In accordance with the standard fee approved by Council for expedited MSPs, the World Bank's implementation fee for this project will be \$146,000.

3. If you agree that the revised proposal responds to the Secretariat's comments, please send us a copy of your out-going letter to Council for our records. Many thanks.

Messrs./Mmes. Whitten, Khan, Walton, Broadfield (EAP) Khanna, MacKinnon, Aryal (ENV); ENVGC ISC, EAP regional files.

MEDIUM-SIZED PROJECT BRIEF

PROJECT SUMMARY

| PROJECT IDENTIFIERS | |
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| 1. Project name : Indonesia Forests and Media Project (INFORM) | 2. GEF Implementing Agency: The World Bank |
| 3. Country or countries in which the project is being implemented: Republic of Indonesia | 4. Country eligibility: Convention on Biological Diversity ratified 24th August, 1994 |
| 5. GEF focal area(s): Biodiversity | 6. Operational program/Short-term measure : Short-term Measure O.P. # 3 Forest Ecosystems |
| 7. Project linkage to national priorities, action plans, and programs : The need for public education and awareness was stressed in the Indonesian Biodiversity Action Plan (1993) and the need has not diminished since then. The most recent Government development strategy, the Propenas 2000, identifies forests and natural resource management as priority areas of concern. Indonesia is experiencing massive losses of lowland forest and in July 1999 forest issues were, for the first time, placed on the agenda of the Consultative Group on Indonesia (CGI). The outcome was a proposal by the Indonesian delegation for a high-level seminar on forestry, which took place in January 2000. At the seminar, Ministry of Forestry made commitments to: <ul style="list-style-type: none">• establish an Interdepartmental Committee on Forestry (IDCF);• proceed with formulation of a National Forest Program (NFP); and• take immediate action on eight urgent issues, including: measures against illegal loggers and illegal sawmills; forest resource assessment as a basis for NFP formulation; a moratorium on all natural forest conversion pending agreement on the NFP; downsizing and restructuring the wood-based industry; closure of heavily-indebted wood industries, with debt write-offs linked to capacity reductions; connecting the reforestation program with wood-processing facilities; recalculating the real value of timber; and use of decentralization as an opportunity to enhance sustainable forest management. To date, little progress has been made in meeting these commitments, in part because there is no groundswell of popular, politicized support for the actions. The intended purpose of the grant is to generate that concern and to encourage action to enhance the long-term social and political foundations for forest conservation in Indonesia. It is thus foundational and complementary to other activities designed to address the overall Indonesian forestry crisis (e.g., policy dialogue, programs and projects), and to address locality-specific interventions. The INFORM campaign will work to create a local and regional enabling environment in which these other activities are more likely to succeed. It will thus serve to reduce further forest loss and to promote conservation at the local, provincial and national levels. | |

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| 8. GEF national operational focal point and date of country endorsement: Drs. Effendy Sumardja. June 12, 2001 | |
| PROJECT OBJECTIVES AND ACTIVITIES | |
| 9. Project rationale Indonesia is the world's most biologically diverse country, and during the last two decades its remaining natural habitats inside and outside protected areas have come under a variety of unprecedented threats, suffering severe and likely irreparable degradation. Some 18 million hectares of forest were lost over the 12 years from 1985-1997, mainly from the richest and most valuable lowland forests. Forest loss has occurred even in well-known, major protected areas with important donor programs. Despite this crisis there is a singular lack of political will in dealing with root causes. Devolution of authority to the regions and democratization has brought major natural resource management problems and also presents opportunities. The major donors are addressing the forestry crisis through policy dialogue at the national level and there are many targeted conservation awareness programs at specific sites. What is currently lacking is an overall campaign targeted at multiple levels (district, provincial and national) to raise public awareness of the forestry crisis and its potential social and environmental consequences. This project will be executed through National NGOs to address this need. | |
| 10. Project objectives: The project's primary objective is to stimulate better forest protection through the creation of an upwelling of interest, concern - and especially action - among the general public and key decision-makers. | Indicators : a. An increase in the number of substantive decisions taken by central, provincial and district governments to address forest protection issues b. Knowledge, attitudes and behavior changed in ways that enable popular support for forest biodiversity conservation in Sumatra and Kalimantan |
| 11. Project outcomes: a. Targeted and accurate information on forest loss and its consequences widely disseminated through various channels to change knowledge, attitude and behavior b. General public and others able to seek further accurate and relevant information on conservation-related forest issues c. New awareness translates into action directed at politicians to take steps to improve conservation and to address illegal exploitation of forest and forest resources d. Monitoring procedures and surveys at the beginning, middle and end of the project track changes in knowledge, attitude and behavior related to deforestation | Indicators : a. Increase in media space/time devoted to issues related to forest/biodiversity loss in addition to that generated by the project b. Project Response Unit receives large numbers of requests for more information on the issues and on how to become engaged in conservation issues c. Increased action for biodiversity/forests in political assemblies, and increase in successful prosecutions for large-scale illegal exploitation of forest and forest resources d. Objective confirmation through surveys that knowledge, attitudes and behavior have changed to the benefit of forests/biodiversity e. Specific targeted domestic campaigns held |

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| | <p>to coincide with major donor meetings, such as CGI meeting chaired by WB, and with international biodiversity events held in Indonesia:</p> <ul style="list-style-type: none"> (i) Rio+10 preparation meetings (ii) UN Forest Forum meetings (iii) CBD SBSTTA meetings |
| <p>12. Project activities to achieve outcomes (including cost in \$ or local currency of each activity):</p> <p>COMPONENT 1: PROJECT MOBILIZATION (MANAGEMENT AND RESPONSE UNITS) Total cost: \$218,756; GEF contribution: \$122,916</p> <p><i>1.a Conduct a Project Inception Workshop</i> <i>1.b Establish Project Management Unit (PMU, including information center)</i> <i>1.c Establish a Response Unit</i></p> <p>COMPONENT 2: PRODUCTION AND DISSEMINATION OF MATERIALS Total cost: \$908,537; GEF contribution: \$737,092</p> <p><i>2.a Develop and disseminate press materials on forest loss and its consequences</i> <i>2.b Produce and disseminate communication tools for television on forest loss and its consequences</i> <i>2.c Produce and disseminate printed and promotional materials on forest loss and its consequences</i> <i>2.d Facilitate special events to capitalize upon important dates/events</i> <i>2.e Conduct seminar/workshops/community gatherings/discussion forum</i> <i>2.f Produce and disseminate communication tools for radio</i></p> | <p>Indicators :</p> <p>COMPONENT 1: PROJECT MOBILIZATION (MANAGEMENT AND RESPONSE UNITS)</p> <ul style="list-style-type: none"> a. Project Inception Workshop conducted b. Effective contracting and execution of project activities including coordination of Consortium members c. Timely and effective response given to inquiries from the public and others regarding specific information needs and the actions which can be taken to communicate their concerns to the politicians. <p>COMPONENT 2: PRODUCTION AND DISSEMINATION OF MATERIALS</p> <ul style="list-style-type: none"> a. Appropriate press materials are developed and disseminated to relevant and interested journalists, responding to both supply and demand b. Communication tools for television are produced, disseminated and broadcasted on television channels c. Printed and promotional materials are produced, disseminated and use in local advocacy d. Special events are organized e. Seminars/workshops/community gatherings/discussion forum are organized which influence local or national attitudes to forest issues f. Communication tools for radio are produced, disseminated and broadcasted on radio stations and result in positive feedback and influences on local politicians |

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| <p>COMPONENT 3: MONITORING AND EVALUATION Total cost: \$104,762; GEF contribution: \$79,992 <i>Design a monitoring protocol, conduct surveys and analyze results</i></p> | <p>COMPONENT 3: MONITORING AND EVALUATION</p> <p>a. A rapid response system to monitor short-term effectiveness of the project is established and is informing project management decisions A post-project evaluation verifies that awareness of the forest loss crisis in Indonesia has increased due to project interventions</p> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <p>13. Estimated budget (in \$):</p> <table border="0"> <tr> <td><u>A. GEF:</u></td><td style="text-align: right;">\$940,000</td></tr> <tr> <td> <u>B. Co-financing through NGO Forum:</u></td><td style="text-align: right;"> \$292,055</td></tr> <tr> <td>Conservation International (CI) (staff, HQ travel costs, office, materials)</td><td style="text-align: right;">\$216,055</td></tr> <tr> <td>Forest Watch Indonesia – (staff time)</td><td style="text-align: right;">\$10,000</td></tr> <tr> <td>Yayasan WWF Indonesia - (staff, materials)</td><td style="text-align: right;">\$24,000</td></tr> <tr> <td>BirdLife International (staff, materials)</td><td style="text-align: right;">\$17,000</td></tr> <tr> <td>The Nature Conservancy - (materials)</td><td style="text-align: right;">\$5,000</td></tr> <tr> <td>Fauna and Flora International - (staff time)</td><td style="text-align: right;">\$20,000</td></tr> <tr> <td> Total of A. and B.</td><td style="text-align: right;"> \$1,232,055</td></tr> </table> <p>An expected outcome of the Project Inception Workshop is the acquisition of <i>additional</i> financial, technical and in-kind support for INFORM from other partners. Potential partners include Indonesian journalists associations and other media support.</p> <p>Additionally, the WB/GEF/CI/MacArthur Foundation Critical Ecosystems Partnership Fund (CEPF) will be focusing on Sumatra in 2002-03 and could potentially provide small grants to follow up and support awareness initiatives, conservation opportunities and outcomes created through INFORM.</p> <p>Note : NGO co-financing figures represent incremental funding for this project, together with new and additional funds for awareness components of ongoing <i>non</i>-site-based activities.</p> <table border="0"> <tr> <td><u>C. Baseline :</u></td><td style="text-align: right;">\$1,649,000</td></tr> <tr> <td>World Bank's Religion/Conservation project (Sumatra coverage)</td><td style="text-align: right;">\$10,000</td></tr> <tr> <td>USAID/GreenCOM (Kalimantan coverage)</td><td style="text-align: right;">\$1,000,000*</td></tr> <tr> <td>EU Leuser Development Program</td><td style="text-align: right;">\$119,000</td></tr> <tr> <td>Conservation Directorate-General – Awareness programs</td><td style="text-align: right;">\$108,000</td></tr> <tr> <td>USAID Natural Resources Management Project</td><td style="text-align: right;">\$193,000</td></tr> </table> | | <u>A. GEF:</u> | \$940,000 | <u>B. Co-financing through NGO Forum:</u> | \$292,055 | Conservation International (CI) (staff, HQ travel costs, office, materials) | \$216,055 | Forest Watch Indonesia – (staff time) | \$10,000 | Yayasan WWF Indonesia - (staff, materials) | \$24,000 | BirdLife International (staff, materials) | \$17,000 | The Nature Conservancy - (materials) | \$5,000 | Fauna and Flora International - (staff time) | \$20,000 | Total of A. and B. | \$1,232,055 | <u>C. Baseline :</u> | \$1,649,000 | World Bank's Religion/Conservation project (Sumatra coverage) | \$10,000 | USAID/GreenCOM (Kalimantan coverage) | \$1,000,000* | EU Leuser Development Program | \$119,000 | Conservation Directorate-General – Awareness programs | \$108,000 | USAID Natural Resources Management Project | \$193,000 |
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this Project.

CI Indonesia aims to conserve the critical biodiversity areas and tropical wilderness areas within Indonesia by combining policy work and outreach, community based natural resource management, research, education and enterprise initiatives. It currently is working in four biodiversity-rich areas: Sumatra, Gunung Gede-Pangrango National Park (Java), the Togean Islands (Sulawesi) and Irian Jaya. CI-I has 20 staff excluding partners and volunteers. CI-I is funded by USAID, private foundations and unrestricted resources.

CI-I Executive Director: Dr. Jatna Supriatna

Conservation International-Indonesia

Jl. Taman Margasatwa 61

Jakarta 12540

Telephone 62-21-7883 8624/26

Fascimile 62-21-780 0265

E-Mail ci-indonesia@conservation.or.id or j.supriatna@conservation.org

15. Information on proposed executing agency (if different from above)

16. Date of initial submission of project concept: N/A

INFORMATION TO BE COMPLETED BY IMPLEMENTING AGENCY:

17. Project identification number: To be determined

18. Implementing Agency contact persons:

Tony Whitten, twhitten@worldbank.org, +1-202-458-2253

19. Project linkage to Implementing Agency Programs: Natural resource management, especially forest protection and management, is a major concern of the World Bank in Indonesia. The recent Country Assistance Strategy (CAS) (February 2001) recognizes that Indonesia's natural resources are deteriorating at a considerable cost to society and urges actions that will encourage sustainable management of forests and other precious resources. The Bank is leading multi-donor efforts and is engaged in and supporting policy dialogue with a broad range of stakeholders concerned with forests/forestry. The CAS states that the Bank's focus will be on governance dimensions, and in this context the INFORM objective of generating an upwelling of interest, concern and action among the general public and decision makers to effect a movement towards sustainable management, fits well.

The World Bank is managing important GEF- and loan-supported conservation projects in Indonesia (Kerinci, COREMAP, Elephant Landscapes, Berbak-Sembilang, Sangihe-Talaud), as well as the revision of the GEF-supported Indonesian Biodiversity Strategy and Action Plan. The INFORM project's engagement in greater civil society awareness and participation in decisions relating to forest management is expected to directly benefit the Kerinci, Aceh Elephant Landscape and Berbak-Sembilang projects since they are within the project area. The INFORM project will learn from the lessons of COREMAP's large awareness campaign which focuses on coral reefs. In short, the project is expected to generate a conducive policy and attitudinal environment in which the Bank's and UNDP's GEF biodiversity portfolios in Indonesia will achieve better and more sustained impact.

PROJECT DESCRIPTION

PROJECT RATIONALE AND OBJECTIVES

1. Indonesia is one of the world's most biologically diverse countries; its forests represent 10% of the world's tropical forest cover, and are home to almost 20% of the world's species of flora and fauna, many of which are endemic. Millions of Indonesians living in and around these forests depend on them for their livelihood and even daily survival. Yet these forests, especially the most species-rich lowland forests, are disappearing at a phenomenal rate: 3-4 hectares per minute, or some 2.0 million hectares per year, according to current estimates. Without drastic measures taken to halt deforestation, almost all lowland rain forests will be gone by 2005 in Sumatra and by 2010 for Kalimantan (World Bank, 2001¹). This loss can be attributed to a range of factors including excessive demand by wood-based industries, illegal logging, agricultural expansion, poor forestry and agricultural policies and weak law enforcement. The political and economic crisis and the new decentralization law have exacerbated the situation.

2. Indonesia is struggling with political change and ongoing economic distress. New and evolving decentralization of administration has made forest control highly ambiguous. Not only do existing logging operations continue, but in the ensuing authority vacuum, many new players, including local people, have dramatically increased the rate of illegal logging and forest clearance. Lack of clear policies combined with political instability contributes to ongoing and even increased rates of forest destruction. This includes illegal logging (even within national parks) and disputes between local communities and private sector stakeholders. The ecological and environmental price for such activities is high. The forest fires of 1997 cost Indonesia more than \$8 billion (World Bank, 2001). Floods and landslides associated with forest clearance are causing localized environmental disasters, with loss of life and crops.

3. One of the most debated aspects of Indonesia's ongoing decentralization process is the extent to which the country's provinces and districts will be allowed to manage and benefit from their local natural resources. The most viable long-term solution appears to be the use of sustainable and equitable forestry plans developed through participatory multi-stakeholder processes. This shift to a sustainable forest management paradigm demands a much larger role for provincial and district stakeholders in managing their forest resources. It also requires that national and local governments establish the rule of law and supporting systems of accountability and enforcement, including public consultation mechanisms at all levels of governance and policy making. A key need is for the development of a conservation constituency throughout Indonesia to encourage better governance and forest management. This would entail a more active role of civil society and concerned individuals both directly and indirectly in natural resource decision-making. This will be critical to ensure better checks and balances to govern regional and local management of forest resources.

4. Given the magnitude of the current forestry crisis, the number and complexity of factors contributing to this problem and the number and levels of stakeholders involved, no single intervention will address Indonesia's forestry problems. Without increased understanding of the scale of forest loss and its concomitant implications for social and economic welfare and long-term sustainable development, any revision of conservation policy or attempted conservation action on the ground will receive little public support. Increased decentralization and devolution of resource management to the provinces makes it even more crucial to increase provincial and local awareness so that informed decisions can be made on land and resource use consistent with development needs and public welfare.

¹ World Bank. 2001. *Indonesia: Environment and Natural Resource Management in a Time of Transition*. Washington DC.

5. The INFORM project is an 18-month, short-term measure designed as an urgent response to the critical threats to Indonesia's forests. The project will elevate the level of awareness and understanding of Indonesia's biodiversity and forest management crisis through a series of high profile and targeted interventions aimed at civil society and concerned individuals as well as key decision-makers at the national, provincial and the district level. Recognizing the particularly perilous state of lowland forests in Sumatra and Kalimantan, many of the stories generated by the campaign will focus on the crisis in these areas. Such stories will be publicized both nationally and at the local level. This project will work to impart upon Indonesian stakeholders an appreciation of: (i) the significance and urgency of forest loss in Indonesia and its implication, (ii) how it will affect them personally (e.g., reduced quality of life, diminished option and existence values, etc.), and (iii) how they can actively participate in a process to stop forest destruction and move toward more equitable and sustainable forest management.

41. This awareness building must occur rapidly and be framed around key issues in the forestry debate so that constituency-driven policy-makers can achieve sufficient consensus for immediate measures to regulate forest use and halt its loss. With decision-makers a primary target of the INFORM campaign, this process is expected lead to immediate and concrete actions to address this crisis. Promoted by a partnership of concerned environmental Indonesian NGOs, this project will champion the idea that all members of society are responsible for the fate of Indonesia's forests. This short-term response, centering on the area with the most intensive and imminent forest loss, will not, by itself, protect Indonesia's forests. However, this project will enhance the long-term social and political foundations for forest conservation in Indonesia, and is complementary to other activities designed to address the overall Indonesian forestry crisis (e.g., policy dialogue, programs and projects). The INFORM campaign will work to create a local and regionally enabling environment in which these other activities are more likely to succeed.

42. The project has been designed to meet the conditions for a short-term response measure:

- a) Have a high likelihood of success – By using professional social marketing and advertising specialists, the project will have a calculated, positive impact on targeted audiences. The project would maximize the probability of success by programmatically engaging a core group of writers and broadcasters over a sustained period of time. This success will be further facilitated by a simple project design with clear objectives and a specific geographic focus.
- b) Be cost-effective – Although national-level media reaches more people most efficiently, working with local media also will be an integral component of this project to ensure maximum local contacts. This project will target certain groups (e.g., the urban middle-classes) who have a disproportionate potential impact on government policy and practice. It will also incorporate and build on lessons learned from previous conservation awareness campaigns that have occurred throughout Indonesia and other regions.
- c) Reflect the high degree of threat, vulnerability and urgency – This short-term measure is acutely urgent because the rate of forest loss in Indonesia, especially in areas like Sumatra and Kalimantan, will be unstoppable unless large, significant and innovative approaches are attempted.
- d) Be opportunistic – The project is timely given the Consultative Group on Indonesia's (CGI) interest in forest issues and recent publication of thorough forest loss analyses. The project will take advantage of the critical window of opportunity present as local governments grapple with devolution of forest management authority and while civil society has increased opportunities to be engaged and participate in policy setting.

THE CURRENT SITUATION

The Forestry Crisis

43. Indonesia's forests are under unparalleled threat with more than 20 million hectares lost to logging and agricultural clearance on the three Outer Islands of Sumatra, Kalimantan, and Sulawesi over the last 12 years (World Bank, 2001). Throughout Indonesia, forest is being lost at the rate of some 2 million hectares a year; these lowland forests are usually the most species-rich and accessible to humans. Forest loss thus is leading to high biodiversity loss as well as land degradation. The costs to societies of lost ecosystem services and increased vulnerability to natural disasters from habitat degradation are considerable. Biodiversity loss has social, economic and conservation costs, and impacts most on the poorest sectors of society that are most dependent on biological resources. Within the last few months, newspaper reports have indicated that some 5.45 % (230,493 hectares) of the province of West Sumatra area has become degraded and flood and landslide disasters occurred in Aceh, North Sumatra, West Sumatra, as well as in Jambi and Sulawesi.

44. The economic crisis, political upheaval, devolution of decision making to the provincial and kabupaten level and breakdown in law and order have led to increased pressures on forests throughout the archipelago, including many parks and conservation areas. Illegal (and legal) logging and agricultural encroachment often is sponsored by powerful military and local political figures and encouraged in the name of development. Events repeatedly confirm that strong political forces lean toward forest conversion for economic development as opposed to more sustainable conservation uses with a longer time horizon. For example, forest loss has occurred in important protected areas with donor programs - some 30,000 ha of forest in the northern area of Bukit Barisan Selatan National Park (Sumatra) have been lost in the last few years. Illegal logging is occurring in Leuser, Bukit Tigapuluh and in forest concessions around Kerinci National Park (Sumatra). The forestry crisis is so urgent that it is a major topic at donor conferences. Prompted by donor expressions of concern, the Government of Indonesia committed to an eight-point plan to restructure the forest sector and stop illegal logging at donor-coordinated Consultative Group on Indonesia (CGI) meetings in February 2000. To date, there has been little progress in meeting these commitments.

Outreach opportunities

45. Although the forestry situation has worsened, political change and reformation has led to liberalization of the Indonesian media. The recent surge in freedom of the press offers an unprecedented opportunity and a vehicle for providing the public with information about crisis-driven problems, including the critical loss of forests. Attitudinal surveys conducted under the USAID-funded NRM project indicate that various forms of media (especially radio, newspapers, television,) as well as information from public and government figures are the most effective way to channel information to all levels of society, from urban dwellers to remote local communities resident in remote areas. Thus, an intensive mass media campaign, focusing on the imminent loss of forest and biodiversity in Sumatra and Kalimantan, can be used to increase awareness among decision-makers and the general public of the extent and costs of deforestation, as well as its irreversible and environmentally costly consequences. Because a substantial part of the target audience is decision-makers both at the central and provincial level, such a campaign also will serve to highlight the GOI's commitment to the '8 point plan' of CGI.

46. As the crisis persists, extensive media coverage of forest issues is essential to increase the 'noise' level and concern about forest loss. To date, politics and economic issues have been a priority in media publications. More space is devoted to these issues even though there are direct links between forest and natural resource management and governance and sustainable development. The project therefore aims to address this specific need by increasing awareness and creating an informed climate for public debate and strengthened public support to prevent further forest degradation. Awareness campaigns through multiple media channels will provide greater access to information

that will promote more informed decision-making by civil society. In turn, this will influence and encourage more responsible decision making by local governments, logging companies and extractive industries and will encourage organizational and individual behavior change that favors more sustainable forest utilization and management in Indonesia.

Project objectives

47. Analyses of conservation issues in Indonesia have repeatedly highlighted lack of awareness and political will as major constraints. The scale, pace and exigency of current forest loss, and in particular, the urgency of the situation in Indonesia is not widely appreciated. The project's overarching objective is to improve forest protection by creating an action-orientated upwelling of interest and concern among the general public and key decision-makers concerning the critical, potentially terminal, loss of forest biodiversity in Sumatra and Kalimantan. The immediate objectives of the project are to:

- a) Increase media coverage of critical forest loss issues in Indonesia by enhancing the role of journalists as responsible information and communication agents, including as a conduit for public information dissemination and feedback related to forest loss.
- b) Contribute to public debate on emerging forest loss issues in order to influence and monitor policy development.
- c) Increase public awareness of the forest loss issue in Indonesia and its social and environmental consequences.
- d) Demonstrate that public interest and concern

48. This project will focus on the promotion of forest conservation and improved forest management as a means to stop deforestation and environmental disasters. The campaign would strive to simultaneously educate policymakers and forestry officials on the need for effective sustainable forest management policies, and consolidate concern and public pressure for resolution of forestry concerns by promoting more active roles for NGOs and civil society in encouraging local and national government (particularly Ministry of Forestry, Ministry of Environment) to take strong action to address forest issues.

49. Using multiple communication venues, a campaign of this magnitude will require multiple and multi-level communication interventions, targeting audiences at the local, provincial and national levels. Changing attitudes will require:

- a) Targeted awareness products and public relations activities aimed at decision-makers, civil society and concerned individuals to expand understanding of values accruing from forest biodiversity and increase local pride in and ownership of Indonesian forests.
- b) Dissemination of the results of case studies where successful protection has been achieved or is in progress through collaborative NGO and community-based resources management initiatives.
- c) Dissemination of information formally and informally, through multiple media (e.g., print media, radio and television), to develop a conservation constituency building on current successful conservation campaigns at individual protected areas.
- d) Publicizing and emphasizing the multiple values and benefits of intact forests including values of watershed services and other environmental services.

50. The Government of Indonesia has, like other governments, assumed considerable obligations under the CBD. These commitments and promises need to be matched by more concrete actions, changes in policies and removal of incentives that encourage biodiversity loss. Existing laws must be enforced and regulations established to control natural resource use and maintain biodiversity. Delivery of commitments made to the CGI on forestry issues (January 2000) and government

willingness and ability to address activities such as illegal logging in national parks will be a good indicator of political will at the national, provincial and local level.

EXPECTED OUTCOMES

51. The expected overall outcome of the project will be increased concern for forests that will be translated into political action at the national, provincial and district levels in Indonesia. This outcome will be achieved through three integrated components: (a) Project Mobilization; (b) Production and Distribution of Materials; and (c) Monitoring and Evaluation.

52. Targeted and accurate information will be designed and produced to change the knowledge, attitude and behavior of selected stakeholder groups (broad and narrow) nationally, with the idea that these materials can be used as the basis for future conservation awareness efforts throughout Indonesia. A major initial pulse of information through television, radio and newspaper (the media from which the general public learn most of their information) will be delivered in order to reach the public, the government, public opinion leaders/ biodiversity experts, and local forestry NGOs. This will be facilitated by meetings with editors, producers and journalists and repeated with new materials over the life of the project. The project will convene ongoing meetings of conservation and communications specialists in order to garner consensus, encourage support for the project, identify opportunities, and assess strengths of key partners.

53. This awareness program will be affected by a complex array of factors, operating from the highest levels of government policy and legal bureaucracy down to the smallest local stakeholder groups. Hence, an integrated communication strategy is appropriate, designed to accomplish these objectives:

At the national level, mass media will be used to:

- Create an identity for the program;
- Disseminate general information about program goals to the widest possible audiences;
- Create pressure on national officials to support forest conservation in specified ways;
- Educate the public about potential benefits of sustainable forestry;
- Generate an emotional response to forestry management issues; and
- Raise those issues to a higher level on the national agenda through a range of public actions.

At the provincial level, mass media will be used to:

- Draw public attention to local forestry conservation and management issues;
- Create pressure on local officials to support forest conservation and management efforts;
- Encourage citizen's groups (NGOs and other community organizations) to participate in or initiate activities;
- Disseminate information about program efforts and successful local activities;
- Increase public knowledge of sustainable natural resources management and show potential benefits;
- Change perceptions of social norms, of what is acceptable or possible to do by creating the impression that others in the community or society support specific behaviors;
- Generate an emotional response to specific local conservation issues; and
- Educate the public about the local benefits of sustainable forestry;

At the national level, public relations activities will be used to:

- Increase support for program goals and efforts from key national figures;
- Lobby for funding and human resources support from national legislators; and

- Increase national media coverage of forestry management issues, and of program goals and efforts.

At the provincial level, public relations activities can be used to:

- Increase support for program goals and efforts from key provincial and district individuals;
- Lobby for funding and human resources support from provincial and district legislators; and
- Increase regional and local media coverage of local forestry management issues, and of program goals and efforts.

At the provincial and district levels, existing social networks (NGOs, community groups) will be mobilized to:

- Channel public interest in conservation issues into concrete actions;
- Create and disseminate locally produced communication materials to reinforce national media messages and support local activities; and
- Leverage impact of local project communications efforts where good opportunities arise.

54. The outcome will include increased media coverage on the rapid loss of forest biodiversity in Indonesia, thereby creating emotional reaction to the critical loss. This will lead to an environment of concern in which local and national government initiatives to address forest conservation issues in a substantive way is encouraged by a wide range of stakeholders.

55. Indonesian citizens and organizations that wish to respond to the campaign messages will be able to contact the project's Response Unit. This component will provide the means to constructively direct public concern generated by the campaign activities, and thereby provide additional value to the preliminary information provided through the media. The Response Unit will be housed within a NGO with broad network and capacity such as BirdLife International Indonesia Program and/ or World Wide Fund for Nature (WWF) Indonesia, which the public will be able to contact through a toll-free phone number and a free postal address. People contacting the Unit will receive packages of accurate and attractive information on the issues, on national and regional conservation NGOs, lists of addresses of local and national decision-makers and suggestions for achievable and effective action. (It should be noted that currently no biodiversity conservation NGO in Indonesia provides the opportunity for the public to join or contribute to conservation). By following up on the suggested actions, there is likely to be additional impact on local and national government representatives and private sector leaders, and thus a further outcome will be the politicization of concern for biodiversity loss and, in turn, the sensitization of decision makers.

ACTIVITIES AND FINANCIAL INPUTS NEEDED TO ENABLE CHANGE

COMPONENT 1: PROJECT MOBILIZATION

Total Cost: \$218,756

GEF Contribution: \$122,916

1.a Conduct a Project Inception Workshop

A meeting of all identified and potential project partners, including professional media and media relations companies, will be convened at project inception to collectively design and commit to a concrete project strategy and action plan. This activity will be critical to ensuring that commitments by key players are secured, there is consensus on the project's overarching objective(s), there is clear agreement on an action plan and scheduled activities and that communication, coordination and oversight/reporting functions are established and formalized. The workshop will benefit from the

technical expertise of international communications specialists from CI headquarters and their experience with other campaigns.

Prior to the workshop, previous social surveys and communications campaigns will be analyzed in order to learn from past experiences and successes of conservation awareness building efforts in Indonesia. The project will collect and synthesize accurate, current information on issues related to forest/biodiversity loss in order to identify proper timing and location of activities.

1.b Establish Project Management Unit (PMU)

A project management unit will be established within to ensure and oversee that INFORM activities are implemented accordingly. Moreover, the PMU will:

- *Garner Support of Important Personalities and Leaders.* The support of major personalities (from media, government and the private sector) will be sought to broaden and personalize the appeal of the project messages. These personalities will be encouraged to support the project through a variety of means, including providing quotes and interviews, speeches, and newspaper editorials.
- *Identify and Strengthen Mass Media Outlets* Meetings with senior media editors and TV producers will be held to seek cooperation and involvement in the project. A comprehensive media assessment will be conducted in order to compile a database of important media contacts in all areas. Training workshops will be held in order to enhance journalist's capacity and enthusiasm for environmental reporting, as well as to deepen their understanding and appreciation of the important environmental issues in Indonesia.
- *Serve as an Information Center* The Information Center will gather all pertinent information and materials for the project, and serve as a central resource center for all project partners, media, NGOs and other interested parties. The information housed in the Center would include scientific data related to deforestation and biodiversity loss, a database of journalists, a video and photo library, project letterhead and press kits, among other items. For wider distribution of information, the Information Center will create and maintain a web page.

1.c Establish a Response Unit

The project will establish and maintain a small unit of people who, on behalf of the INFORM partners, are prepared to respond to inquiries from the public and others regarding specific information needs and the actions which can be taken to communicate their concerns to the politicians. The public will be able to contact the unit through a toll-free phone number and a free postal address.

COMPONENT 2: PRODUCTION AND DISSEMINATION OF MATERIALS

Total Cost: \$908,537

GEF Contribution: \$737,092

The large array of tools and activities identified and produced to reach each target audience will be disseminated in a strategic and well-organized manner throughout the project period. This will assure that the target audiences will receive the message from a variety of sources following a carefully designed cycle of dissemination, and therefore move from a state of being uninformed to receiving information, understanding it, and finally, acting upon the new awareness. Tools and activities that will be produced throughout the project period are the following:

2.a Develop and Disseminate Appropriate Press Materials for Media and Journalists

Journalists will be key clients for the project, as they will be able to multiply the conservation message. Journalists will be engaged in project activities using a variety of means such as press conferences and special editors' events. Taking interested and qualified journalists and editors to field sites will serve to ensure comprehensive and compelling coverage of the deforestation and biodiversity crisis in the media. This activity has been highly effective in generating long-term media interest and support for conservation in other countries. NGO field and site operations will contribute stories and raw material to be developed for the campaign, and will build on and strengthen NGO collaboration with Indonesian journalists' associations. Press materials will be tailored for this audience, including: press releases, frequently asked questions, guidance to editors, information packets, story ideas, quotes, news, feature stories, editorials, opinion/editorials and supplements.

2.b Produce and Disseminate Communication Tools for Television

The use of television to extend coverage of forest loss issues will be critical to the success of the project. A series of thematic PSAs for television will be produced using footage from partner organizations or the Information Center. PSAs will be broadcast on the major channels in Indonesia. The project will seek in-kind donations from media houses in the form of airtime, and in limited cases will pay reduced fees in order to capture key timeslots. The executives of the media houses will be encouraged to become allies in the project via invitation to special events. Video News Releases (VNRs) will be created to enable television stations nationally and internationally to broadcast well-developed stories to the public. Similarly, VNRs will be broadcast in major television stations and will, as much as possible, seek in-kind donations from the stations. In addition to PSAs and VNRs, other specific tools such as news, feature stories, clips, etc. will be created to strengthen the message that will be delivered to public. The project will also utilize existing films and program on the environment in Indonesia to save time and money (e.g., Yayasan WWF Indonesia produces 5 minute news segments on one TV station). The project will re-broadcast these available films on national and local TV, edited or dubbed where necessary.

2.c Produce and Disseminate Printed and Promotional materials

A wide range of printed and promotional materials will be developed and produced for specific audiences and special events. These will include products such as leaflets, posters, brochures, stickers, handouts, t-shirts, pens, caps, etc.

2.d Design Interventions to Capitalize on Forestry Policy Events and Special Dates/Events

The INFORM campaign would strategically link several of its activities, such as media hits and press releases, to key policy events and processes held in Indonesia, notably the World Bank CGI meetings and the Rio +10 preparatory meetings. Public events will also be an important means to rally enthusiasm for biodiversity. Outside urban centers, such events can reach a very large percentage of the local populations, and enable the project to greatly extend its message through formal and informal channels. The project will leverage key dates, such as World Environment Day/Week, Earth Day, National Park inaugurations and anniversaries, and other important national holidays. Appropriate communications tools such as handouts, banners, video/photo screenings and exhibits will support these events.

2.e Conduct Seminar/Workshop/Community Gatherings/Discussion Forum

The project will conduct and facilitate gatherings to discuss the forest loss issue in seminar, workshop or discussion format in both formal and informal settings. These events target specific audiences (e.g., local influential people, youth clubs, etc.) to raise awareness, create interest and provide venues for debate and participation across broad sectors of the community.

2.f Produce and Disseminate Communication Tools for Radio

Radio can be a very effective media to deliver project messages for a particular area and to address specific target audiences. The project will develop, produce and disseminate a wide range of communications tools for radio, such as PSAs, news, talk shows, discussions, entertainment, etc. We will use existing professional radio networks for disseminating materials. Potential partners will include Internews, Radio 68H, and others.

COMPONENT 3: MONITORING AND EVALUATION

Total Cost: \$104,762

GEF Contribution: \$79,992

3.a Design and Conduct Monitoring and Evaluation System

Activities for monitoring and evaluation include designing a monitoring protocol, conducting monitoring surveys and analyzing the results in order to inform project implementation and design of future awareness interventions. Although this is a short-term response measure, it still will be critical to measure project impact. At the beginning, middle and end of the project, surveys of knowledge, attitude and behavior will be conducted in order to track the expected changes. Daily media scanning of coverage will be one of the indicators of the level of public awareness. Project staff in the Information Center will regularly clip articles from the print media and request video- and audio-tapes from TV and radio stations in order to monitor the quality and quantity of the coverage. Media coverage monitoring will be performed in the beginning and the end of the project with several units of analysis: number of articles, type of articles, quality of aired news on TV, and other relevant indicators.

Representative surveys will be conducted in the area covered by the project using local surveyors and the data analysis carried out by qualified monitoring and evaluation specialists. Local people will be employed and trained to conduct the surveys in the field. The results will be analyzed rapidly and communicated to the project office in order to make any necessary adjustments in the project's approach.

SUSTAINABILITY ANALYSIS AND RISK ASSESSMENT

Impact Sustainability

56. Because this is a short-term response measure, the project activities are not expected to be sustained in the same form and at the same level beyond the project lifetime, unless there remains a need and demand for them. Many of the activities will be institutionalized within the normal programs of the participating NGOs or other programs. For example it is expected that many of activities will be picked up and replicated more widely by other projects e.g. GREENCOM. The Response Unit responsibility will be assumed by one of the participating NGOs e.g. Birdlife or WWF. The INFORM network collaboration is not dependent on project resources; it is expected that the positive collaboration initiated under the INFORM project will be maintained and adapted for addressing other key conservation issues and ensuring a critical mass of NGO opinion in dialogue with government on conservation issues.

The impacts of the activities are expected to lead to a sustained improvement in the climate for biodiversity conservation in and sustainable management of Indonesia's forests. To maximize opportunities for lasting impact, the project will be guided by principles for effective communications and awareness project design and implementation:

- a) A focus on specific behavior change objectives, not just on information delivery. Most behaviors are determined by a combination of variables, involving knowledge, skills, social

support, and various facilitating factors (e.g., access to resources, social support, etc.). As part of its Preparation Component, this project will specify clearly the desired behavioral outcomes and the factors influencing them in order to identify the optimum combination of messages and channels that will lead to those behaviors.

- b) Recognition that behavioral change is a social process that takes time, but that can be accelerated by communication. Communication has a marked effect on behavior, but research shows that behavior change rarely happens immediately upon exposure to a message. Usually, people must pass through a series of steps, quickly for some people, more slowly for others, that leads to the desired behavior will occur. Five steps to behavior change appear in some form in all commonly used models of communication effects: knowledge, approval, intention, practice, and advocacy. To maximize effectiveness, the project's preparation component will identify the status of key audiences (national and local governments, civil society, the general public) with respect to these steps, determine the impediments each audience faces in moving to the next step, and employ the most appropriate form of communication and messages to move each audience forward.
- c) Create a communication system that supports project goals—not just a set of activities. Communication occurs at many levels: at the interpersonal level, the small group level, at the organizational or institutional level and at the societal or cultural level. The most powerful communication systems are those that reinforce images and messages about behavior at multiple levels. This project would design and disseminate its products and manage information flow with an eye toward synchronizing its messages across multiple levels, in a way that maximizes chances for eliciting the desired response from target audiences.
- d) Make use of the synergy between mass and interpersonal communication. People obtain information from many sources, each one of which may exercise a different kind of influence. For example, people often talk with friends about information they see in the mass media. Such interpersonal networks can reinforce a media campaign. Similarly, media messages can encourage interpersonal and small group communication in settings where social influence over behavior is strong. This communication program will work to coordinate these two processes in order to increase both the flow of information at the local level and social support for desired behaviors.

Project Sustainability

57. An awareness campaign of this magnitude requires multi-partner commitments to common objectives in order to maximize efficiency and effectiveness. The project would allow for multi-partner implementation arrangements, ensuring that those best suited to perform the various activities are appropriately tasked. Through strategic collaboration with other awareness actors in Indonesia, production and dissemination of information and important messages will be optimized to reach the most critical audiences at the lowest cost.

58. Generating and sustaining a common sense of ownership of project outcomes amongst project partners will be pivotal to its overall impact. The project will employ the technical expertise of several actors and take specific measures to ensure that the project activities performed by multiple institutions are implemented in a well-coordinated, holistic manner, supported by common objectives. Toward this end, the project will secure institutional commitments to its objectives and activities by employing a collaborative approach to design and implementation. The project inception workshop will ensure multi-stakeholder commitments to shared objectives and will determine roles and responsibilities for all actors. Further, the project will have a central office charged with maintaining this coordination amongst all actors.

Consolidation and Replicability

59. The project aims to maximize replication of the campaign activities and results to other critical areas in Indonesia. Many of the communication tools and media products created by the project will have considerable “spillover” value for other regions. In addition, much of the project’s media focus will occur in national venues major cities in Java, the base of the media industry and home of influential decision makers, so that awareness messages can also be framed toward a national audience, communicating the urgency of the deforestation crisis in Sumatra and Kalimantan. Replicability will be ensured by establishing programmatic linkages with those programs and organizations outside of the NGO Forum that also are performing conservation awareness activities in Indonesia.

60. As democracy and decentralization take effect throughout Indonesia, it is clear that conservation efforts cannot succeed without local ownership and support. Awareness of the islands’ unique biological values and forest environmental services will be important factors in engaging local support. This is crucial at a time when decentralization has placed greater responsibility for natural resource management at the district level. The project could provide a useful model for working with local government elsewhere in Indonesia.

Identified Risks

61. There are certain identified risks and assumptions critical to the project’s success. The most important condition for project success is for the political and economic climate to remain conducive to development of the free press and further advancement of civil society, and, in particular, local NGOs. The decentralization policies and the improving climate of openness and local accountability throughout Indonesia indicate that the current environment is conducive to widespread dissemination and absorption of critical information related to forest loss. General law and order concerns remain, but as such are not seen as a major threat to the project’s success.

62. Another key risk is the hardening of people to unpleasant news, with responses of hopelessness to the serious deforestation crisis. The project will minimize this risk by using professional media specialists and the highest quality information, ensuring that the messages will be attractive, relevant and empowering to the targeted audiences.

STAKEHOLDER INVOLVEMENT

63. The project has been developed through an informal partnership among the leading forest conservation-related NGOs after consultation with a range of players and stakeholders, including local NGOs and advocacy groups as well as concerned officials in government agencies responsible for forest conservation and international donor agencies. This project would capitalize on current links and establish additional opportunities to collaborate with the major journalists associations - Indonesian Journalist Association (PWI), the Alliance of Independent Journalists (AJI), Indonesian Commercial Broadcasting Association (PRSSNI), and Indonesian Television Journalists Association (IJTI) and with professional networks in radio, television and print media. Other stakeholders who will become involved in the project include local NGOs, religious organizations and local advertising and public relations firms. In addition, major international projects such as Internews and GreenCOM already have expressed interest in coordinating with this project to leverage both potential economies of scale in materials production and dissemination as well as overall impacts. The main activities of the project are designed to disseminate current and accurate information and to better inform all sectors of society of the extent of the current forest crisis and its projected social and environmental costs. The project will provide content in the form of analysis, story ideas and information, to feed into mainstream media efforts. The project also will provide materials dissemination support and, where appropriate, develop subcontracts with partners for materials production and dissemination.

INCREMENTAL COST ASSESSMENT

Baseline

64. Since the early 1990s there has been growing support for conservation efforts both through increased government support, donor programs and international and local NGOs. Many of these conservation projects are supporting conservation education and awareness efforts at specific sites, usually protected areas. These efforts are likely to continue as small scale and un-coordinated efforts focusing on a few specific forest sites and protected areas, emphasizing forest conservation values or documenting illegal logging activities within a few national parks. Nevertheless, with economic troubles, political change and decentralization all leading to increased pressure on all types of forests (within and outside protected areas), there is an urgent need for a much broader, high-profile and coordinated campaign to raise awareness about the current forest crisis in Sumatra and Kalimantan and its likely social and environmental consequences. If present forest loss rates continue, the species-rich lowland forests of Sumatra will be lost by 2005 and those of Kalimantan by 2010 while hill and montane forests will become increasingly encroached and fragmented. Without a project intervention to generate widespread public understanding and opposition to the rates and consequences of forest loss, the baseline scenario is dire, with remaining forests continuing to be reduced both by legal and illegal logging and with politicians unwilling to act. Without more active support for conservation from a wide range of civil society stakeholders, the issues of forest loss and biodiversity conservation are unlikely to become politically significant. Without a major communications effort, the occasional press items on forest loss and abuse will continue but there will be little or no connection with activism and no building of a widespread and grassroots constituency of concern and support for conservation, especially at the local and provincial level.

65. Overall donor support for forest protection, conservation and sustainable use activities in Indonesia is substantial, an estimated \$40,000,000 annually, much of this targeted at forest policy dialogue, monitoring and site-specific interventions. Little of this funding is *specifically* targeted at raising Indonesian civil society awareness of the forestry crisis though much of the information generated will be relevant and feed into the INFORM campaign. Conservation awareness activities form a subset of this overall donor financing but again much of this is site-specific. Specific examples include:

1. WB/GEF-supported projects in Sumatra are expected to spend approximately \$400,000 on awareness raising of conservation issues at the site level – a small proportion of this is relevant to raising understanding of the forest crisis (estimated at \$100,000).
2. It is estimated that over the next 18 months, (the expected time frame of the INFORM campaign) the Directorate General of Forest Protection and Nature Conservation's (PHKA) Department of Forestry will allocate approximately \$108,000 (about 3% of their total program budget) to specific national parks and public activities for general conservation awareness activities, including production of specific communications tools (leaflets, etc.) and participation in forest and natural resource management exhibitions.
3. A few national parks with donor-financed projects, such as the EU-funded Leuser project, will support more ambitious programs for site-specific awareness efforts, including social marketing and some limited awareness raising about the extent and impacts of illegal logging around their boundaries (the estimated funding for this from Leuser is \$119,000).

Additionally, all of the NGOs involved in the INFORM Consortium will continue to support awareness raising campaigns focusing on forestry issues such as promotion of conservation areas, illegal harvesting of birds and other wildlife.

A few campaigns will be targeted specifically at overall forest loss and illegal logging issues. In general, these efforts are small, uncoordinated and targeted at specific sites (e.g., Telapak). The World Wildlife Fund will spend approximately \$19,000 on an awareness efforts in Sumatra, related specifically to producing a video documentary on the illegal saw milling crisis, as well as informing district-level authorities of forest management issues and policies through a series of workshops and meetings at the district level. The baseline scenario would thus be a continuation of existing conservation awareness activities covering a range of topics including forest conservation, with only a small amount of funding specifically targeted at the forest crisis, illegal logging and its implications. The USAID-funded GreenCOM project will spend approximately \$2,000,000 over three years to raise awareness (including capacity building) on forestry issues across the whole Indonesian Archipelago; approximately \$1,000,000 targeted to Kalimantan). This subset of activities (and others listed in the Project Summary) which focus on raising concern about illegal logging in Sumatra and Kalimantan, represents the INFORM project baseline, estimated at \$1,649,000.

Alternative

66. Under the GEF Alternative, a high level of awareness about the forestry crisis in Sumatra and Kalimantan and its potential social and environmental consequences would be created among the general public, target populations at national, provincial and local levels. Civil society as well as key stakeholders and government officials will be alerted to the rates and extent of forest loss and its likely consequences in terms of lost resources and disruption of ecosystem services, increased vulnerability to environmental disasters such as floods and landslides and forgone opportunities in terms of sustainable livelihoods and sustainable forest management. The GEF Alternative will provide a short-term, but sustained high-profile campaign to greatly heighten awareness about the forest situation by collating case studies and reports from field sites through the NGO partnership, and ‘packaging’ and disseminating that information to journalists and other media specialists for maximum impact. The project will provide a short-term response measure to ensure that the debate on forests is raised to new levels and catalyzes effective social response as well as an emerging constituency at local and national level for conservation and sound management of natural forests.

67. The GEF project is expected to leverage additional co-financing both within the NGO Forum (\$292,055) and to leverage and influence the direction of key baseline activities and other projects towards INFORM objectives and activities, especially the GreenCOM campaign which is still at a formative stage. It is expected that this INFORM campaign will contribute towards providing an enabling environment for follow-up conservation efforts in Indonesian forests. The total cost for implementation of the GEF Alternative is estimated to be \$1,649,000 (baseline) + \$292,055 (NGO Forum) + \$940,000 (GEF) = total \$2,881,055.

Incremental Cost Matrix

68. The Incremental cost of the project is thus estimated to be \$1,232,055 of which \$940,000 (76%) would be financed by the GEF, and the remaining from within the NGO Forum. This ratio is expected to decrease as further commitments to INFORM are secured through project inception activities and mobilization of the full campaign.

| Global Environmental Benefits | Baseline | Alternative | Increment (Alternative - Baseline) |
|--|--|--|---|
| Increased awareness, enabling environment and support for action against | Scattered efforts but no holistic and sustained campaign | Coordinated and targeted high profile national and local | Coordinated high profile campaign targeted at national levels and at relevant |

| | | | |
|---|---|---|---|
| forest loss and illegal logging in biodiversity-rich forests in Sumatra and Kalimantan. | to heighten public awareness of the forest crisis. | campaigns focusing only on forest crisis and its implications. | provinces with biodiversity-rich forests in Sumatra and Kalimantan. |
| Coordinated information and campaign center for collating and packaging information and stories on forests of high biodiversity value. | Scattered <i>ad hoc</i> efforts by individual NGOs. | Cooperation and collaboration between major environmental NGOs to ensure fast dissemination of information for maximum impact to engage public opinion. | Information center to collate and package materials. |
| Response center providing fast and easy access to reliable data for parties concerned about threats to the forests of Sumatra and Kalimantan. | No reliable source of data. | Established response center with free access to public. | Response center. |

BUDGET

69. GEF funds will be supplemented by complementary co-financing, in cash and primarily in-kind, from Conservation International, the USAID-funded Natural Resources Management project and site-based awareness efforts of CI and other leading NGO partners from the INFORM Consortium. Additionally a new awareness campaign implemented by GreenCOM, and funded by USAID is expected to begin in 2002 and will commit approximately \$1,000,000 over the next two years to provide training to local NGOs and other institutions to prepare awareness campaigns for local campaigns against forest loss throughout Indonesia. The GreenCOM activities will complement, build on and consolidate initiatives catalyzed by INFORM and will thus contribute to sustaining civil society support for forest conservation.

Table 1. Summary of Estimated Annual Budget (in \$)

| | Year 1 | Year 2 | Totals |
|------------------------------------|----------------|----------------|------------------|
| GEF Component | 526,558 | 413,442 | 940,000 |
| CI | 83,370 | 132,685 | 216,055 |
| Forest Watch Indonesia | 10,000 | 0 | 10,000 |
| Yayasan WWF Indonesia | 24,000 | 0 | 24,000 |
| Bird ILife International - IP | 17,000 | 0 | 17,000 |
| The Nature Conservancy | 5,000 | 0 | 5,000 |
| Flora and Fauna International - IP | 10,000 | 10,000 | 20,000 |
| Total | 675,928 | 556,127 | 1,232,055 |

Table 2. Summary Budget for GEF Financed Components (in \$)

| EXPENDITURE CATEGORY | GEF | OTHER SOURCES | TOTAL |
|---|----------------|----------------|------------------|
| Personnel: | 114,869 | 145,055 | 259,924 |
| Subcontracts: | 624,000 | 81,000 | 705,000 |
| <i>1.b Conduct and analyze media monitoring; create project web-page</i> | <i>15,000</i> | <i>0</i> | <i>15,000</i> |
| <i>1.c Establish and maintain Response Unit</i> | <i>20,000</i> | <i>5,000</i> | <i>25,000</i> |
| <i>2.a Develop and disseminate press materials</i> | <i>10,000</i> | <i>0</i> | <i>10,000</i> |
| <i>2.b Communication tools for television</i> | <i>250,000</i> | <i>5,000</i> | <i>255,000</i> |
| <i>2.c Produce and disseminate printed and promotional materials</i> | <i>84,000</i> | <i>25,000</i> | <i>109,000</i> |
| <i>2.d Facilitate special events</i> | <i>75,000</i> | <i>26,000</i> | <i>101,000</i> |
| <i>2.e Conduct seminar/workshop/ community gatherings/ discussion forum</i> | <i>50,000</i> | <i>20,000</i> | <i>70,000</i> |
| <i>2.f Produce and disseminate communication tools for radio</i> | <i>80,000</i> | <i>0</i> | <i>80,000</i> |
| <i>3 Design, conduct, and analyze project monitoring</i> | <i>40,000</i> | <i>0</i> | <i>40,000</i> |
| Equipment: | 26,450 | 10,000 | 36,450 |
| Travel: | 63,386 | 20,000 | 83,386 |
| Project Inception Workshop: | 8,000 | 19,000 | 27,000 |
| Miscellaneous (communications, supplies, etc.) | 103,295 | 17,000 | 120,295 |
| Project Total | 940,000 | 292,055 | 1,232,055 |

IMPLEMENTATION PLAN

70. The project will be executed (managed) by Conservation International – Indonesia on behalf of the INFORM Consortium. The project will establish a Project Steering Committee that includes representatives of all Consortium members. The committee will be responsible for ensuring effective implementation, providing strategic guidance on management direction, reviewing progress in implementation, and coordinating efforts to integrate project activities with ongoing national awareness and communications efforts.

71. Currently, all identified project partners have signed a Letter of Intent (LOI) stating their intent to commit institutional resources to the project (See Annex 1, Signed Letter of Intent). During the Project Inception Workshop, (Activity 1a), all project partners will formalize commitments and elucidate responsibilities through legally binding Memoranda of Understanding (MOUs). A detailed implementation plan and agreed-upon progress benchmarks will also be developed.

The Project Management Unit will oversee the implementation of project activities, coordinate and facilitate the participation and inputs of Consortium members and serve as the main information center for the Project. The Project Management Unit will be directly responsible to CI, as the project's executing agency, and the INFORM Consortium. The Management Unit will operate with a full-time Project Manager and a small support staff, and will be expected to ensure effective implementation, oversee execution of all project activities, monitor project progress against established benchmarks and fulfill all compliance and technical and financial reporting procedures.

Subcontracts will be issued for specific project components, on a competitive basis, to Consortium member institutions, professional agencies, NGOs and qualified individuals. Specific roles and subcontracts will be developed during the Inception Workshop. The project will utilize to the extent possible local media resources and expertise.

The project will be conducted over 18 months, with the indicative schedule of activities shown below:

| ACTIVITY | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
|---|---|---|---|---|---|---|---|---|---|----|----|----|----|----|----|----|----|----|
| 1.a Conduct a Project Inception Workshop | | X | | | | | | | | | | | | | | | | |
| 1.b Establish Project Management Unit | X | X | X | | | | | | | | | | | | | | | |
| 1.c Establish a Response Unit | X | X | X | | | | | | | | | | | | | | | |
| 2.a Develop and disseminate press materials | | | | X | X | X | X | X | X | X | X | X | X | X | X | X | | |
| 2.b Produce and disseminate communication tools for television | | | | | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| 2.c Produce and disseminate printed and promotional materials | | | | X | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| 2.d Facilitate special events | | | | | X | X | X | X | X | X | X | X | X | X | X | X | X | |
| 2.e Conduct seminar/workshops/community gatherings/discussion forum | | | | | X | X | X | X | X | X | X | X | X | X | X | X | X | |
| 2.f Produce and disseminate communication tools for radio | | | | | X | X | X | X | X | X | X | X | X | X | X | X | X | X |
| 3 Monitoring and Evaluation | | X | X | X | | | | | | X | X | | | | | | X | X |

PUBLIC INVOLVEMENT PLAN

72. The project is entirely focused on involving the public and will test their reactions to the project's messages during and after the project. Their involvement will not only be stimulated by the project but will also be fostered through the Response Unit.

Stakeholder participation

73. The project, through the Consortium and its partners, will facilitate the participation of a large number and wide range of national and local NGOs. A major objective of the project will be to forge linkages with ongoing forest/conservation awareness and education efforts occurring elsewhere in Indonesia. INFORM products and lessons will be disseminated to those engaged in ongoing awareness efforts in these areas, and the project will also encourage and offer technical support to other organizations interested in beginning forest conservation awareness efforts on deforestation in Sumatra and Kalimantan.

74. The INFORM Consortium will support the campaign with resources additional and incremental to their current conservation awareness efforts; much of this contribution will be in-kind resources with personnel and resources targeted towards the forest crisis campaign and effective actions for follow up. The project will complement and support local, provincial and national efforts to conserve the forests of Sumatra and Kalimantan and it will increase awareness of the general public of GOI and donor initiatives to address major problems in the forestry sector. The project is expected to evoke considerable public debate and desire for follow-up information. The project will facilitate this by providing a free-phone and free-post website so that concerned members of the public, decision makers, educational institutions and other stakeholders can request follow-up

information packages which provide synopses of the status of current threats to Indonesia's forests as well as contact details for key policymakers and NGOs.

MONITORING AND EVALUATION

75. The messages and materials for this project will be refined through systematic monitoring of changes in knowledge, attitudes and behavior of target audiences. This component will employ a monitoring protocol and conduct monitoring at the beginning, middle and end of the project, the results of which will guide the project and provide lessons for future efforts. The outcome will be a framework for tracking where and how knowledge, attitude and behavior change occurs, both on a provincial and national level. An important result of the project would be a "lessons" document based on evaluation of the comparative value of project interventions, supported by analysis of why certain approaches and activities in the project were more effective than others. This would be performed in part to inform ongoing and future conservation awareness efforts in Indonesia and globally.

76. The impact of the project will be monitored by number of direct outputs and through surveys of attitudinal change. Public surveys already supported by USAID-NRM I and other projects in Indonesia will provide a baseline. The Project would also establish an internal monitoring system that will measure performance of the project with respect to its expected outputs, activities and deliverables. A concrete monitoring and evaluation plan will be finalized prior to project implementation.

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