



ProCEED EECS – Environmental Education and Communication Strategy



Ten Steps of the EEC Strategy

- **Stage 1 Assessment**
 - o1 Situation analysis and problem identification
 - o2 Audience, and **Knowledge, Attitude and Practices (KAP) analyses**
 - o3 Communication objectives

- **Stage 2 Planning**
 - o4 Communication strategy development
 - o5 Involvement of partners
 - o6 Media selection and mix

- **Stage 3 Production**
 - o7 Message design
 - o8 Media pretesting and production

- **Stage 4 Action & Reflection**
 - o9 Media performances & field implementation
 - 10 Process documentation, and Monitoring & Evaluation (M&E)



Step 1 Situation Analysis

Step 1

- Lao PDR is most vulnerable to **climate change** because of its low adaptation capacities, and high dependency on rain-fed rice cultivation.
- This is particularly the case with the **rural population** which depends mainly on forest and land use for their livelihood.
- Key **environmental issues affecting the poor**, especially women and ethnic groups, include deforestation, decline in non-timber forest products, loss of biodiversity, depleting fish stocks, access to clean water and sanitation.
- **Awareness about environmental and climate change issues** is limited among decision makers and opinion leaders as well as the general public, especially at the provincial and district level.
- This situation is rooted in the fact that, inter alia, the **agenda setting** of the mass media and mass organizations have not yet been adapted to environmental and climate change issues.
- The **central problem** is that environmental and climate change awareness in Lao PDR is very low because respective communication and education measures are irregular and insufficient.



Step 2 Audience & KAP Analyses

Step 2

ProCEED Project Document

- 1** – The general public **target groups** will first of all be from the GIZ project areas in Sayaboury, Houaphanh and Khammouane. It is intended to foster poor women and men, including ethnic groups, in mountainous areas and poor villages.

KAP Findings

- 2** – As *all* respondents have relatively low environmental knowledge and awareness, mass media programs should be distributed nationwide.
- 3** – In order to be prepared for their leading role in environmental awareness raising, **decision makers and opinion leaders** need capacity development and (e.g. journalist) training related to climate change, biodiversity and the environment.
- 4** – ProCEED should identify **change agents** from selected target audiences who will promote the EEC Strategy through trusted communication channels. Change agents act as role models who convince the majority of the target audience to follow new environmentally friendly practices.
- 5** – Change agents are **early adopters** who act as role models for the **early majority** of the target audience because they are better informed. The **early majority** follows the new practices of the successful early adopters. This will support a social process which also changes the practices of the **late majority** and **laggards**.



Step 3

Communication Objectives

Step 3

ProCEED Project Document

- After the implementation of the media campaign selected target audiences in Sayaboury, Houaphanh and Khammouane, and at the national level show a **45% increase in knowledge** and a **30% rise in positive changes in attitudes** to environmental protection, biodiversity conservation and climate change adaptation.
- After the implementation of non-formal educational measures selected rural target groups in Sayaboury, Houaphanh and Khammouane show a **65% increase in knowledge**, a **45% rise in positive changes in attitude**, and a **25% rise in positive changes in practices** in respect with environmental protection, biodiversity conservation and climate change adaptation.



Communication Objectives **Thematic Focus**

Step 3

Based on environmental awareness gaps and risks perceived, the **thematic focus** should be determined by considering

- What promises tangible results and quick & easy success?
- What makes people tick and most affects their well-being and livelihood?

Examples

- disaster risk management,
- forest protection through compensation,
- organic fertilizers & pesticide risks
- waste management
- water (consumption, irrigation, fish)
- environmental health (humans & livestock)
- rural energy efficiency (firewood reduction)

to be translated into

**10
FACTS**

about

climate change,
biodiversity and the
environment in Laos

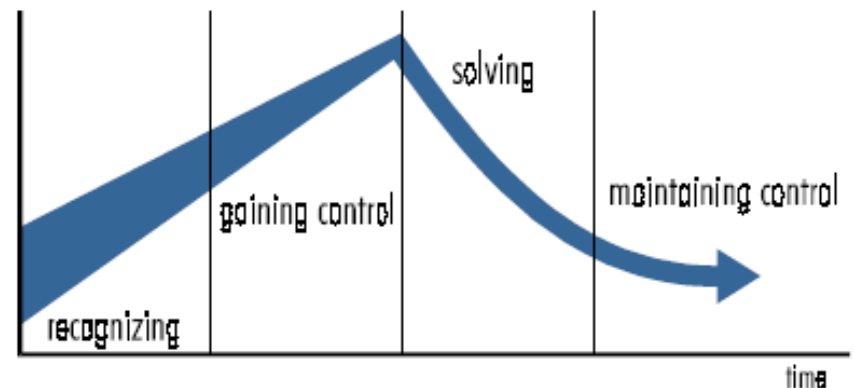


Step 4 Strategy Development

Step 4

- **Step 4** is at the interface of looking at where you are (**Steps 1-3**: assessment) and planning where to go (**Steps 5-9**: planning, production and action).
- The KAP conclusions call for a **'heating up society' scenario** where a limited series of related, short and simple messages over many media and communication channels and over a period of at least some years.
- A **'two-step flow of communication'** approach is applied: from the **mass media** to **opinion leaders** who then communicate interpersonally with their **peer groups**.
- In such a scenario, **EEC plays a crucial role** at all stages as concepts and skills need to be communicated to policy-makers, opinion leaders, and the public at large. During the **recognition** phase, the role of the policy-maker increases, reaching a peak when the problem at hand gets under **control**. Public awareness of the problem decreases when **solutions** are offered but still needs **maintenance**.

Relevance of a problem in public perception





Step 5 Involvement of Partners

Step 5

Due to the complex nature and many aspects of environmental awareness, ProCEED cannot implement the EECS on its own. Partners are needed. So far, the following crucial contacts have been established:

- **TV** is the most trusted and most consumed media of choice at the national and provincial level so that **LNTV** and/or **Lao Star TV** are crucial partners.
- **Radio** is the only pro-poor mass medium. It can be interlinked with narrow-casting and listening groups down to the district level. **LNR** is therefore a partner of choice.
- **Interpersonal communication channels** such as village authorities, community meetings, peer groups, teachers or **LWU** and **LYU** as well as **NGOs** and **CSOs** serving as facilitators (e.g. CamKid, PADETC etc.) are highly trusted and relevant for the two-step flow of environmental communication.
- **Newspapers** such as **Pasason** or **Vientiane Times** are relevant for educated, urban target audiences among decision makers and opinion leaders at all levels.
- **Cooperation** with ongoing or planned **media & education projects** of WCS, UNICEF, Open Heart-Open Airwaves, PADETC and others as well as the **Houaphanh, Khammouane and Luang Prabang Radio and TV stations** should enhance and complement the impacts of the ProCEED EECS.

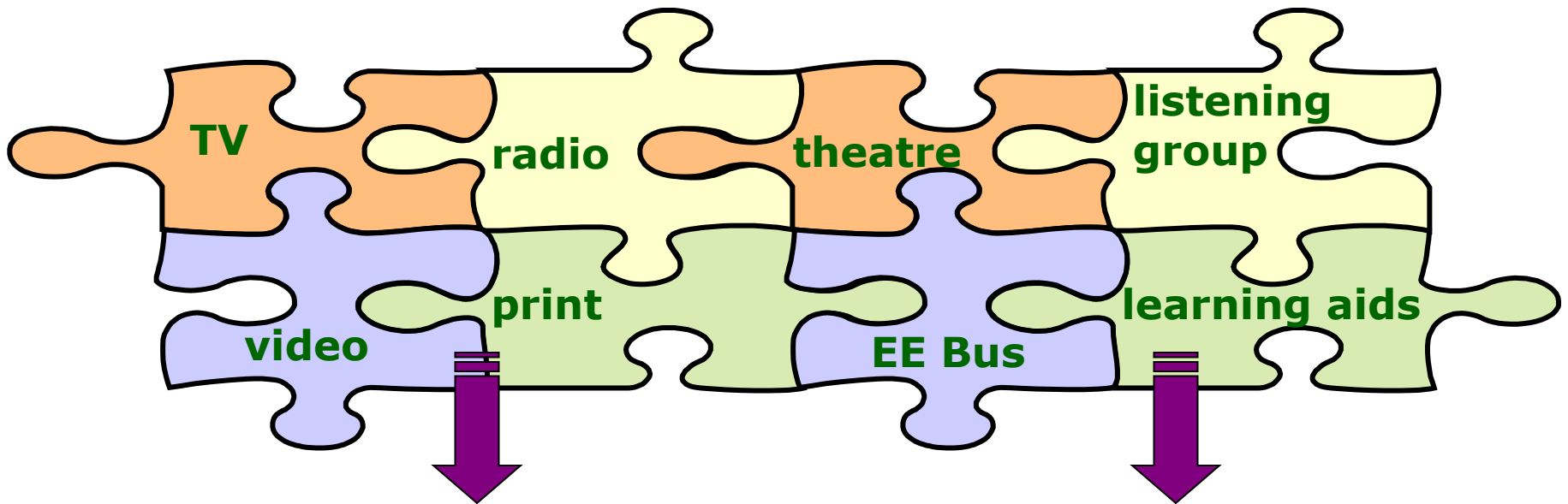


Step 6 Media Selection & Mix

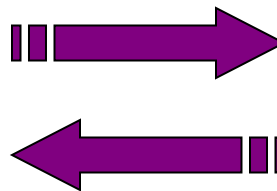
Step 6

Mass Media

Community Media



- basic knowledge
- information dissemination
- massive outreach
- attraction and persuasion
- regular programming



- motivation and mobilization
- action orientation
- easy access and local context
- acceptance and trust
- two-way communication



Step 7 Message Design

Step 7

As a general orientation, the EECS will use **infotainment** because information combined with entertainment will increase emotional identification and role modeling, and will make complex themes easier to understand:

the formula


$$\begin{array}{c} \text{♥} \\ \textit{love} \end{array} + \begin{array}{c} \text{A} \\ \textit{action} \end{array} = \begin{array}{c} \text{public} \\ \text{change} \end{array}$$

$$\begin{array}{c} \$ \\ \textit{need} \end{array} + \begin{array}{c} \text{A} \\ \textit{action} \end{array} = \begin{array}{c} \text{policy} \\ \text{change} \end{array}$$

what to say



less loss
Kill the extinction message. Loss generates apathy, not action.



more love
Celebrate our love of nature. It is the most powerful driver of public behaviour.



target need
Use the Need message wisely. It's often not right for public consumption, but it's the cornerstone of policy and business decisions.



add action
Always partner Love and Need messages with Action. Once your audience is inspired, they will want to know what to do.



Step 8 Media Production 1/3

Step 8

EECS Centre: Public Relations & Capacity Building

EECS Corporate Design • mascot, tagline, color code, design guideline for all media to be produced

Website • in English and Lao on regular project progress & EEC news for international & national donor and academic community, and urban youth

ProCEED Newsletter & DEQP Magazine • bi-annual interface with national GO, NGO, academic EEC community (website & printed version)

Flyers & Factsheets • multi-purpose, give-away, A4, e.g. on “10 Facts about Climate Change” etc.

Poster series • adapted to multi-purpose project events, non-formal education, Environmental Bus etc.

Journalist Training • environmental journalism, online research, Vox Pop

Capacity Development on Facilitation Methods • decentralized moderation and visualization methods, participatory rapid appraisal (PRA) etc.

Capacity Development on Environmental Issues • Jour Fix on “10 facts” with media and NFE service providers

negotiated

in progress

coming soon

potential

potential

negotiated

potential

potential



Media Production

Mass Media

2/3

Step 8

LNR Radio ● weekly 30 min “Environmental Magazine” incl. radio drama, 52 episodes over one year, re-broadcast possible

started 3/13

Radio Huaphanh ● weekly 30 min “Environmental Radio Drama”, 26 episodes over 6 months, extension possible

coming soon

Radio Khammouane & Luang Prabang ● “Environmental Magazine”

potential

LNTV ● weekly 30 min “Environmental Magazine” incl. local & foreign documentaries, 52 episodes over one year, re-broadcast possible

started 3/13

Lao StarTV ● monthly environmental contribution to 30 min “Open Heart” youth magazine

potential

Pasason ● weekly quarter-page ‘Green Corner’, online & newsletter link

coming soon

Vientiane Times ● weekly ‘Environment Page’, online & newsletter link

coming soon

Government Bulletin ● regular environmental column

potential

Photo competition ● photo library for all online & print media

completed

Video films ● by PADECT for LNTV, NFE, EE Bus etc.

coming 8/13

Animation films & cartoons ● by NUoL, LaoCartoon et al. for LNTV, NFE, EE Bus etc.

negotiated

Loudspeaker system ● narrow-casting based on radio programs

potential



Media Production

Non-formal Education 3/3

Step 8

Environmental vehicles (bus+truck) ● tour selected locations for theatre plays, exhibitions, support of listening groups & other NFE events

coming soon

Village film discussion groups ● moderated follow-up of films screened on EE Bus, supported by local NGOs, CSOs, mass organizations etc.

potential

Rural listening, learning & discussion groups ● moderated follow-up of radio programs, theatre shows & NFE events for selected audiences

potential

Local theatre & puppetry ● village performances follow-up by moderated listening, learning and discussion groups, potential link to EE Bus

potential

Art competitions ● photo, writing, painting, film competitions at all levels, potential link of local events to EE Bus

potential

Traveling exhibition ● tours public places, stand-alone or supported by EE Bus

potential

Extra-curricular learning material ● games, exercises, teaching aids for various for various NFE purposes, EE Bus etc.

potential

Poster & info board series ● adapted for non-formal education purposes, use on the EE Bus etc.

potential



Media Production

Environmental Bus & Truck

Step 8





Thank you very much for your attention!





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