SGP | Small Grants Programme by the ASEAN Centre for Biodiversity
German Financial Cooperation
KfW No. BMZ 2011 66 545

german cooperation KFW ASEAN CENTRE FOR BIODIVERSITY

SGP TECHNICAL SERIES

COMMUNITY OUTREACH AND CONSERVATION AWARENESS:

Technical details on designing effective communication strategies for community engagement

Introduction

Biodiversity conservation is a multi-stakeholder effort that necessitates close collaboration among government agencies, national park authorities, local communities, community-based organisations (CBOs), civil society organisations (CSOs), the private sector, and the general public who all benefit from the valuable ecosystem services that biodiversity provides.

Awareness-raising across all sectors is a crucial element of conservation as it serves as a "prerequisite to accomplishing biodiversity targets" and mainstreaming biodiversity in global development and policy discourses (ACB, 2023). Public involvement and community actions begin from understanding and appreciating the value of biodiversity in their daily lives, as well as its impact on overall local and national development.

The Convention on Biological Diversity (CBD) recognises the pivotal role of communication and education in raising public awareness and in mobilising stakeholders to collaborate for biodiversity conservation. Communication, education, and public awareness (CEPA) strategies are in fact mainstreamed across the national action plans of most ASEAN Member States (AMS), integrating biodiversity values in the school curricula under formal educational systems.

Non-formal approaches are also being promoted especially among communities around protected areas, utilising various approaches and tools such as experiential learning, establishing information and learning centres for tourists and pilgrims, maintaining botanic gardens, and promoting other ecotourism activities that capture the interest of both community members and visitors and spark their curiosity to learn more.

The *ASEAN Biodiversity Outlook (ABO)* defines environmental education as the "process of helping people, through formal and nonformal/ informal education, to acquire understanding, skills, and values that will enable them to participate as active and informed citizens in the development of an ecologically sustainable and socially just society" (ABO 3, 2023). Communication plays a central role in environmental education. Through effective CEPA initiatives, the level of awareness, engagement, and participation of stakeholders in biodiversity actions within and around protected areas can be enhanced.

Village-level meetings at Nat Ma Taung National Park are conducted to share information on conservation initiatives

The ASEAN Heritage Parks (AHPs)

Known as protected areas of high conservation importance, preserving in total a complete spectrum of representative ecosystems of the ASEAN region, the ASEAN Heritage Parks (AHPs) were established to generate greater awareness, pride, appreciation, enjoyment, and conservation of ASEAN's rich natural heritage.

The ASEAN Centre for Biodiversity (ACB) serves as the Secretariat of the AHP Programme and the AHP Committee, and together with representatives from the 10 AMS, they carry out activities to develop and strengthen the management of AHPs in the region. The ACB also facilitates the implementation of the Regional Action Plan for AHPs.

Nat Ma Taung National Park is known for its amazing views and rich biodiversity *© Kyaw San Linn*

The Small Grants Programme by the ASEAN Centre for Biodiversity (SGP)

In support of the AHPs, the Federal Government of Germany through the KfW Development Bank (KfW) aided the implementation of the Small Grants Programme by the ASEAN Centre for Biodiversity (SGP). The SGP is an initiative aimed at sustaining biodiversity in the AHPs in line with the interests of local communities who directly depend on the selected parks, providing alternative livelihood opportunities to the locals, and strengthening the ACB's role in promoting biodiversity conservation in the ASEAN region.

SGP I commenced in 2014 to support the implementation of the national component in Indonesia and Myanmar, and the regional

components of the programme with an overall grant amount of EUR 10 million. A range of interventions were implemented, including those that focused on communication outreach and conservation awareness.

This technical brief specifically covers the best practices and lessons learned from the communication strategies used to engage communities in Gunung Leuser National Park (GLNP) and Way Kambas National Park (WKNP) in Indonesia, and Alaungdaw Kathapa National Park (AKNP), Indawgyi Lake Wildlife Sanctuary (ILWS), Meinmahla Kyun Wildlife Sanctuary (MKWS), and Nat Ma Taung National Park (NMTNP) in Myanmar.

These AHPs are among the most important habitats of various species such as the critically endangered Sumatran elephant *(Elephas maximus* ssp. *sumatranus),* Sumatran rhinoceros *(Dicerorhinus sumatrensis)*, Sumatran orangutan *(Pongo abelii)*, Sumatran tiger *(Panthera tigris* ssp. *sumatrae)* and Baer's Pochard *(Aythya baeri)*, as well as the endangered teak *(Tectona grandis)*, tiger *(Panthera tigris)*, banteng *(Bos javanicus)*, and hog deer *(Axis porcinus)*. Amid the richness in flora and fauna, these parks face a slew of threats, including small-scale agriculture, encroachment, illegal logging, poaching, and weak law enforcement, among many other issues. The lack of awareness of the benefits and value of wildlife is at the centre of these challenges.

Best Practices

SGP I supported a range of awareness-related interventions across six AHPs, including (1) *Community Awareness Improvement on Taman Nasional Gunung Leuser (TNGL) Biodiversity Conservation,* (2) *Indawgyi Conservation Awareness Program for Conservation and Sustainable Development,* (3) *Conservation Awareness and Community Outreach in Meinmahla Kyun AHP, and* (4) *Conservation Awareness and Community Outreach in Alaungdaw Kathapa National Park.*

Strategies showcased in the interventions were mobilising local communities and empowering stakeholders, mainstreaming biodiversity into education, rallying support for biodiversity through conservation ambassadors, and boosting the capacity of park staff to plan and implement community outreach.

Friends of Wildlife (FOW), an SGP grantee, leads knowledge-sharing and awareness-raising events, as well as trainings on fund management and livestock farming in Indawgyi Lake Wildlife Sanctuary

Case study: Mobilising local communities and empowering stakeholders

Local community collaboration is important in the management of AHPs. By raising people's awareness of the value and importance of biodiversity, human threats can significantly be reduced. Communities are able to realise that utilising biological resources in a sustainable manner would benefit their livelihoods in the longer term.

The Taman Nasional Gunung Leuser Care Community Forum

Known as one of the components of the Tropical Rainforest Heritage of Sumatra, GLNP (also called TNGL) is particularly significant for global conservation efforts because it is known as the last place where elephants, leopards, orangutans, rhinoceros, and tigers live together. It provides sanctuary for the critically endangered Sumatran orangutan *(Pongo abelii)* and Sumatran rhinoceros *(Dicerorhinus sumatrensis).* The AHP is also home to 130 species of mammals and up to 380 species of birds (65 per cent of the 580 species of birds on Sumatra Island), and around 4,000 different plant species, many of which possess high economic value, including dipterocarps and other species valuable for non-timber forest products (NTFPs). The world's largest flower *(Rafflesia arnoldii)* and the tallest flower *(Amorphophallus titanium)* can also be found in GLNP.

The national park's diverse, rich, and unique ecosystem has been recognised on both regional and global scales — in 1981, GLNP was declared as a Biosphere Reserve and in 1984, it was designated as an AHP.

Foresters at Gunung Leuser make rounds at an ecotourism site that forms part of Yayasan Pariwisata Berkelanjutan Indonesia's (DESMA Center) activities

However, with various threats to biodiversity such as poaching, forest encroachment, and oil palm plantations, the management of the national park is continuously carrying out conservation and protection programmes to ensure the sustainability of GLNP and its valuable biological resources.

Mobilising the communities and empowering the stakeholders in conservation actions help build ownership to the overall efforts to save and sustainably use biological resources. In GLNP, Yayasan Ekosistem Lestari (YEL) used its SGP I grant to establish the TNGL Care Community Forum, which was designed to spearhead and manage communication for all conservation activities, involving seven villages. It consists of representatives from seven villages with a fully developed management structure to guide its operations. The Community Forum has been duly registered and inaugurated by the Head of Bahorok sub-district which lends it further recognition and legality.

In addition to conducting two stakeholders' workshops to discuss the issues in the Leuser Ecosystem and ways by which to address the threats, the group conducted community fora in seven villages. These activities enabled all stakeholder groups to offer their insights on real problems in the conservation of the TNGL area and its buffer zone. These insights are valuable since they will be fed into the formulation of an action plan aimed at increasing efforts to conserve biodiversity in the TNGL area.

Also recognised as a key contribution of the Forum is the formulation and issuance of Peraturan Desa (PERDES) or village regulations on conservation involving seven village governments and 140 communities. Out of seven villages, five villages have completed drafting, ratifying, and enacting the regulations. This demonstrates that having the support and recognition from the local government also helps in formalising and institutionalising the cooperation among various stakeholders.

Tourists learn about various flora and fauna at Gunung Leuser National Park

Village-based informant networks in ILWS and MKWS

Stakeholders from various sectors played a key role in raising conservation awareness in Meinmahla Kyun Wildlife Sanctuary

The MKWS, one of the eight AHPs in Myanmar, protects the remaining mangrove forests and serves as habitat for several globally endangered species such as the Dhole *(Cuon alpinus)*, hog deer *(Axis porcinus),* and Irrawaddy dolphin *(Orcaella brevirostris).*

An East Asian-Australasian Flyway Partnership (EAAFP) and Ramsar site, the coastal wetland is regarded as ”the last vestige of green space in the Ayeyarwady Delta” along what used to be the largest tract of mangroves in the Delta Area (Ramsar, 2017). It protects the largest population of the critically endangered *Sonnerati griffithii* mangrove species. The mangrove ecosystem hosts freshwater turtle species and several bird species and serves as breeding ground for fish and prawns; research area for the conservation of mangroves and wildlife; and as an environmental education centre.

However, excessive extractions of forest products in the MKWS have been “virtually uncontrollable” (MERN, 2023). Illegal cutting and over-extraction of firewood for local use and for selling to urban areas have been rampant. Fishing activities have also been encroaching protected areas where access is unlawful.

Recognising the economic dependence of the communities in these biodiversity-rich areas, the management of MKWS sought to reduce the pressure and threats of biodiversity loss by engaging the communities and raising their awareness of the mangrove forest’s significance for their food, fuel, and livelihood needs.

Under the *Conservation Awareness and Community Outreach in Meinmahla Kyun AHP* intervention, Fauna & Flora International (FFI) used SGP I’s support to improve awareness of concerned stakeholders regarding the protected area law to support effective law enforcement and to develop and implement a CEPA strategy and action plan.

A key outcome of the initiative is the establishment of a local informant network trained to share knowledge on biodiversity conservation to communities. Village-level talks provided information on sustainable fishing and

sustainable alternative livelihood options that can help reduce reliance on the park's natural resources. According to FFI (2021), "Due to the awareness talks at the villages, the local communities received knowledge on biodiversity conservation and some of them changed their attitude on biodiversity conservation."

For the longer term, the grantee seeks to witness a positive change in the attitude of the local communities towards biodiversity which will then translate to increased participation in conservation intervention and, eventually, reduce illegal activities that threaten the sanctuary.

Similar to MKWS, the *Indawgyi Conservation Awareness Program for Conservation and Sustainable Development* intervention also led to the creation of a village informant system at the ILWS, another AHP in Myanmar. A wetland of international importance under the Ramsar Convention, it is the largest inland lake in Southeast Asia and is an important wintering ground to more than 20,000 winter and 2,000 resident water birds.

About 30,000 indigenous peoples depend on the Indawgyi's ecosystem services for their livelihood. To ensure the sustainable use of these valuable resources, FFI with assistance from SGP, implemented activities that emphasise community participation.

The village-based informant network was initially established to lead information, education, and communication (IEC) initiatives. These village facilitators were trained on how to conduct community outreach activities.

In 2020, the informant network was expanded to support threat identification and biodiversity conservation efforts in the AHP. The expanded network is composed of former participants in the community outreach project who have since maintained contact with the park team. Farmers from the buffer zones, one of the main resource users around ILWS, were engaged in identifying biodiversity hotspots, where habitats of species such as the hog deer and breeding sites of various wetland birds were located. They observed the various threats to biodiversity, and realised the immense value of the Indawgyi Lake ecosystem, making them understand the necessity and urgency of conserving these habitats.

This system is intricately tied with park co-management efforts and enables local stakeholders to participate in monitoring and patrolling the conservation areas. A collaborative law enforcement project with activities such as awareness talks, provided information on protected area laws and zonation, including penalties that might be incurred for the infringement of these regulations. The stakeholders' active involvement in such participatory projects has resulted in increased support for law enforcement from villagers through intelligence in infringement cases regularly reported to the patrol team.

The network members also act as village facilitators that help in keeping the smooth flow of conservation activities.

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A community briefing at Alaungdaw Kathapa National Park

Protected Area Management Supporting Unit (PAMSU) at AKNP

At Myanmar's AKNP, engaging protected area constituencies through the Township Protected Area Management Committee (TPAMC) ensures coordination between communities, relevant government departments, and the park for the implementation of the management plan.

Connected to this is the protected area management supporting unit (PAMSU), a multi-stakeholder group formed to help develop and increase awareness among the communities around the park. Composed of representatives from the government and local communities, they developed IEC materials such as posters, signboards, and pamphlets about protecting the rare species found in the park. The education centre in the park was also rebuilt and refurbished to serve as a learning centre for pilgrims who frequent the park.

The PAMSU is an apt example of the co-management approach for protected areas that take into account the role of the communities in conservation while also providing for sustainable livelihood development. Stakeholders, through meaningful consultations, are apprised of the threats on conservation targets, as well as the potential interventions that can be done jointly. With surrounding villages duly represented in the co-management committee along with park management officials, responsibilities are clearly articulated in terms of reference that will help in the effective implementation of the management plan.

Working with SGP I grantee Wildlife Conservation Society (WCS) under the *Conservation Awareness and Community Outreach in Alaungdaw Kathapa National Park* intervention, the PAMSU helped initiate awareness-raising efforts that reached not only the local communities, but also an estimated one million pilgrims during festivals.

Case study: Mainstreaming biodiversity into education

To improve stakeholder awareness on the urgency and importance of conserving the vast biodiversity of the national park, YEL launched a comprehensive environmental education campaign in GLNP. Workshops were conducted together with the community stakeholders to jointly identify the issues and problems in and around the area then map out concrete solutions to address them. Through this participatory process, the stakeholders — community and park authorities alike — concur on perspectives, common goals, and commitment to GLNP biodiversity conservation.

Acknowledging the AMS' thrust of mainstreaming biodiversity into education, YEL signed a Memorandum of Understanding with the Head of Education Officer of Langkat District to include the Tropical Rainforest Text Book in the school curricula. Students from elementary, junior high school up to senior high school use the text books to increase their knowledge about the environment, eventually helping them appreciate and value biodiversity.

The initiative also supported the Training of Trainers for 30 elementary school teachers from 15 schools, making them more effective environmental educators. Although mostly conducted online at the height of the COVID-19 pandemic, both teachers and students found the Tropical Rainforest Text Book helpful and enjoyable.

To augment the virtual discussions, students were invited to visit Pusat Pendidikan Lingkungan Hidup's (PPLH) Ecofarming Center at the Timbang Lawan Village where information materials about the environment were presented and students were able to see first-hand various environmental conservation activities. The Ecofarming Center also serves as the headquarters of the TNGL Care Community Forum secretariat.

Publications from PPLH are used to educate people about protected areas

The teachers also became conservation cadres who helped implement environmental education and outreach activities.

Books for children were also used as a communication tool in AKNP to boost environmental education in schools.

At WKNP in Indonesia, SGP I supported the efforts of Yayasan Konservasi Elang Indonesia (YKEI) to collect and share data on fauna and flora, including research and compilation on 302 species of birds found in the park. Through this initiative, the grantee sought to draw attention to birds of the park and the need to protect their habitats.

Suyanto and his colleagues at PPLH conducted a series of environmental education activities in communities and schools to boost conservation awareness

Bird-watching has become an important educational activity in Way Kambas National Park

Case study: Rallying support for biodiversity through conservation ambassadors

Conserving biodiversity in the long term is an intergenerational matter, and kindling the passion for the environment starts among young people. Thus, GLNP focused its communication outreach efforts on raising the awareness of schoolchildren and youth through experiential learning and practical exposure to the park's conservation activities.

A six-day Conservation Camp was held with almost 300 students participating in the Bahorok sub-district and other surrounding areas. Interactive discussions, presentations, and games made the camp an enjoyable experience while learning more about the biodiversity of GLNP.

Among the highlights of the Conservation Camp is the selection of 30 Conservation Ambassadors. The Conservation Ambassadors were chosen through a fairly rigorous process, assessing their understanding of conservation based on writings that the participants made and published on their social media platforms. To sustain their engagement, the Conservation Ambassadors developed their own programmes for conservation, which include promoting GLNP's conservation activities. The GLNP management, assisted by SGP service providers, will ensure support for the Conservation Ambassadors so they can carry out their plans.

Conservation Ambassadors promote environmental protection in Gunung Leuser

The HandyPods at Indawgyi have become the centre of an awareness campaign for sanitation and waste management

Case study: Localising environmental issues

To help locals understand environment-related issues in their communities, establishing a connection between the audience and their local environment is essential. Instead of promoting conservation in a general manner, there are times when it helps to narrow down the focus.

In the case of Indawgyi Social Development Association (ISDA), it used its grant from SGP I to raise awareness on waste management — a challenge faced by locals every day. The intervention increased solid waste management awareness and boosted the participation of communities in solid waste management in Indawgyi.

ISDA supported some communities in producing their own version of HandyPods, a water treatment system created to filter wastewater in floating communities and flood-prone areas using natural vegetation. They reduced the amount of sewage released into the lake. HandyPods were installed in 117 households across nine villages.

Apart from improving sanitation and waste management in Indawgyi, the HandyPods

became the centre of an awareness campaign that encourages communities to learn more about effective sanitation systems, explore better sanitation alternatives, and increase participation of locals in waste management.

A waste awareness campaign was conducted in 12 villages, enhancing villagers' and students' knowledge of plastic waste management.

The campaign also organised a World Toilet Day event to promote proper waste management.

Lessons Learned

There are various ways to promote conservation awareness in AHPs and to inspire the community to help reduce ecosystem pressure and biodiversity loss. These include environmental education, information and education materials, and community networks, among others. All of these strategies were successful in mobilising the different stakeholders because of its integrated and participatory approach.

Communities around conservation areas must be included as subjects or actors in the conservation activities. They rely on the biological and natural resources around them for their food and livelihood, thus the sustainable use of these resources is necessary for the survival of the ecosystems, the wildlife, and the community itself. Threat monitoring and law enforcement activities such as Spatial Monitoring and Reporting Tool or SMART patrols also benefit from robust community collaboration. They become more aware of the laws and penalties for illegal activities and wildlife crime, and in some cases such as in GLNP, mindsets and perspectives of the stakeholders shift, and they become more committed to conserving biodiversity.

By involving the community in the actual conservation work, as well as in formulating policies that impact their lives and livelihood, their social and economic welfare are also taken into consideration. **Finding productive economic activities that are in line with the conservation mission will be very helpful, both for the community and for the conservation itself.** It keeps local stakeholders motivated to do their part in conservation work.

For instance, in Myanmar's MKWS, park authorities established a buffer zone where local fisherfolks are allowed to conduct fishing, crab trapping, and other sustainable fishing activities. Meanwhile, in AKNP, a total of 300 energy-efficient stoves were distributed to the villages to reduce fuel wood consumption and curb forest degradation. Through the conservation awareness and community outreach efforts of the TPAMC, communities in AKNP are meaningfully participating in crafting medium-term plans for the AHP.

Boosting the capacity of park staff to plan and implement effective community outreach programmes is also necessary as the lack of skills usually hamper community engagement efforts. Under SGP I, a number of grantees worked with park management to train park staff to handle awareness-raising initiatives.

Part of the prerequisite of meaningful collaboration is developing the skills and agency of park staff, locals, partners, and other stakeholders. **Community readiness is necessary so that they can make the most of any grants or support that are provided.** Holding meaningful and participatory consultations for identifying issues, mapping out solutions, and drafting management plans is central to multi-stakeholder collaboration.

Gaps and Challenges

A common concern arising from the SGP grantees is how to sustain the active involvement of the stakeholders, such as in the case of AKNP. Despite their increasing engagement and the variety of approaches where they can be involved, problems and challenges still arise.

It is crucial that everyone understands their key roles and responsibilities in any activity or project implementation, and why they are necessary to be able to successfully accomplish their conservation objectives.

The sustainability of conservation work is also a challenge, not only in terms of the SGP project life cycle but also in terms of vulnerability to crises such as the COVID-19 pandemic. Almost all of the grantees suffered from the lockdowns and restrictions imposed during the pandemic, affecting tourism activities and mobility. While some planned activities needed to be postponed or scaled down, the AHPs were still able to carry out the work by making several adjustments and adaptations. It is important to learn from these lessons and implement strategic measures in the event a similar crisis takes place again in the future.

Park management of Indawgyi Lake Wildlife Sanctuary briefs community representatives

Recommendations

Boost the capacity of park management and workers to create communication and engagement plans that they can implement effectively on the ground

- Conduct a communication and outreach-focused training of trainers programme aimed at arming park staff with communication know-how and tools needed to craft and implement awareness-raising and education programmes
- Craft a communication strategy that is based on consultation with key stakeholders and reflects the recommendations of people on the ground
- Reach out to communication professionals who can mentor park workers on effective awareness-raising strategies (e.g. private sector partnerships or mentorships)

Promote robust community collaboration through extensive and inclusive awareness-raising activities

- A diversity of approaches and strategies can be used to educate different sectors in the communities, taking into account their respective capacities. Materials and educational approaches will vary among schoolchildren, youth, and women, thus educational awareness activities can maximise both formal and non-formal approaches
- Build an Awareness Conservation Unit composed of community representatives, park staff, and non-governmental organisations to conduct village-level outreach activities. This is similar to the Awareness Conservation Unit established in AKNP
- Collaborate with local journalists, vloggers, and other communication professionals who can help spread the word not only to local communities, but also to other areas
- Educate the people in the community on the various laws including penalties, help in monitoring, and law enforcement. At the same time, law enforcement officials are also specific targets for awareness-raising and outreach activities

Strengthen the established networks or collaboration by further skills development, regular meetings, and other joint activities

- From identifying Conservation Ambassadors to tour guide trainings, strategies like these can help in sustaining the interest and commitment, and developing the skills of the community in environmental protection and conservation
- Conduct regular educational workshops and trainings

Support the economic activities of the communities and provide opportunities for sustainable livelihoods

- Integrate the economic needs of the communities in conservation efforts such as establishing buffer zones for fishing or foraging
- Provide support for eco-friendly equipment and training for alternative economic activities such as ecotourism and processing of biodiversity-based products

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