

# Recap Session Day 2

Godfrey and Citra

# Topics:

1<sup>st</sup>. Integrated natural resource management and poverty reduction: rhetoric and action

2<sup>nd</sup>. Making communications more effective

3<sup>rd</sup>. Forest tenure reform and poverty reductions

4<sup>th</sup>. How pro-poor are national forest policies?

5<sup>th</sup>. Preparations of policy brief: How to make messages stick?

# 1<sup>st</sup>: Integrated natural resource management and poverty reduction: rhetoric and action. By: Prof. Jeff Sayer.

**Analogy of development practice like trying to learn Jazz**

**The idea not only to enforce law, but to be able to learn and listen to other people.**

The changes has to be done at the local level. There is need to decentralize forest governance.

Bottom up approach is more important, give more value to the people on the ground

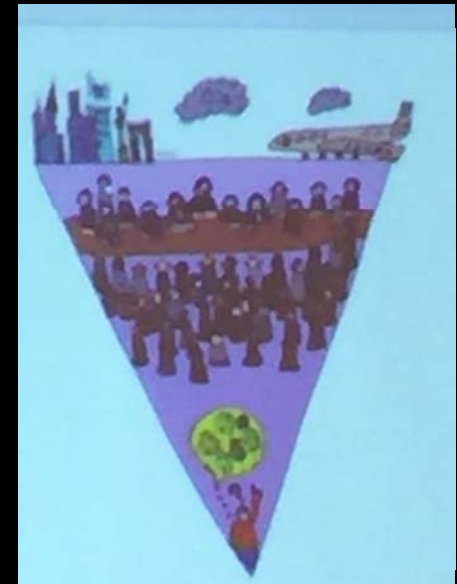
9 Landscape Principles

10 pre-conditions for success in landscape Approaches

Sentinal Landscape in Indonesia: Kalimantan, Sumatera

# Challenges:

- Need teams- different disciplines
- Facilitation
- Flexibility
- Partnership
- Presence on ground- not top down
- Broad understanding
- Connection to policy makers.



**“Sustainability can not be achieve when people live in poverty”**

# 2<sup>nd</sup>: Making communications more effective.

By: Caroline Liou

Devided in 3 sessions:

- Session 1: Understand elements of a basic communication stratetgy
- Session 2:
  - understand characteristics of message that “stick”
  - Develop and fine tune sticky key messages
- Session 3: understand & develop a basic social Media

# Exercise & Discussion:

- Fishball exercise, Questions: do you agree or disagree?
  - Communications by forestry institutions and organizations are being heard.
  - Policy briefs are excellent communication tools to bring about change
- Discussions: What gaps do you face in your forestry communications?
  - Produce 5 categories:
- Communications Strategy: 8 Practical Steps



# 3<sup>rd</sup> : Forest Tenure Reform and Poverty reductions

## 1.Objectives:

- 2.a. what is forest tenure?
- 3.b. what is tenure reform?
- 4.c. why tenure reform is important?

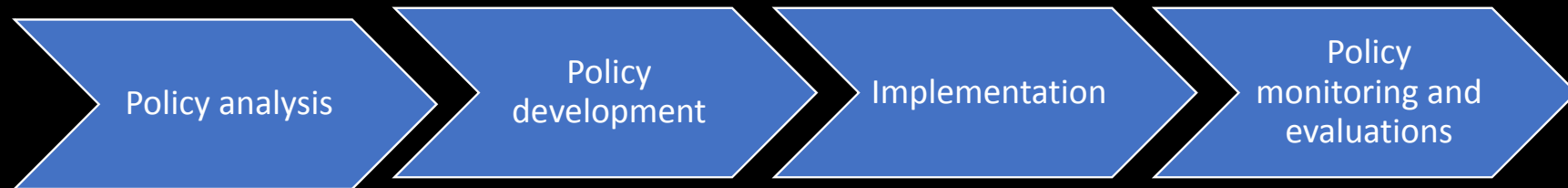
**Tenure as the Bundle of right.**

**Two type of tenure**

**Why tenure security is important?**

# 4<sup>th</sup>: How pro-poor are national forest policies?

- Policy Process:



- Issue to be considered, example:

- Do the poor really want it
- any explicit statement about addressing poverty?
- Does the policy outline strategies and approaches to address poverty?
- Pro poor tenure reform?
- Monitoring for poverty reductions.

- Every group presented their answer to those questions.



## 5<sup>th</sup>: Preparations of policy brief: How to make messages stick?

- Basic element of key message:

What is the  
problem?

What is the  
solutions?

What is the call  
to action?

- Made to Sticks SUCCESSs Model

Simple

Unexpected

Concrete

Credible

Emotional

Stories

THANK YOU