

# DRC PCLG communication and advocacy strategy for great ape conservation and poverty alleviation

By Denis Sebu Cirhuza ([smugangu@yahoo.fr](mailto:smugangu@yahoo.fr)) and Trinto Mugangu ([trintomugangu@yahoo.com](mailto:trintomugangu@yahoo.com))

February 2016



The DRC Poverty and Conservation Learning Group

Citation:

Sebu Cirhuza D. and Mugangu T. (2016) DRC PCLG communication and advocacy strategy for great ape conservation and poverty alleviation. IIED/PCLG.

## Contents

Acronyms	3
Methods and report's contents	4
Communication strategy and action plan 2016-2017	5
Table I: List of local stakeholders and SWOT analysis	5
Table II: Key problems linked to conservation and development in great ape sites	6
Table III: Communication and advocacy strategy for great ape conservation and poverty alleviation in DRC	7
Table IV: Action plan for the implementation of the DRC PCLG communication and advocacy strategy for great ape conservation and poverty alleviation in 2016-2017	10
Implementation of the DRC PCLG communication and advocacy strategy	13
Challenges	13
Lessons learnt	13
Appendix 1. Documents consulted during the literature review	15
Appendix 2. Terms of references of the communication and advocacy strategy for great ape conservation and poverty alleviation in DRC	16

## Acronyms

BCI	Bonobo Conservation Initiative
CNIE	Centre National d'Information sur l'Environnement
CSO	Civil Society Organisation
DRC	Democratic Republic of Congo
FONDAMU	Mugangu Foundation
IIED	International Institute for Environment and Development
INCEF	International Communication and Education Foundation
NGO	Non-Governmental Organisation
PCLG	Poverty and Conservation Learning Group
REDD	Reducing emissions from deforestation and forest degradation
SWOT	Strengths, weaknesses, opportunities and threats
TGO	The Gorilla Organization
UGADEC	Union des Associations de Conservation des Gorilles pour le Développement Communautaire à l'Est de la RD Congo
WCS	Wildlife Conservation Society

## Introduction

The Democratic Republic of the Congo's Poverty and Conservation Learning Group (DRC PCLG) was established in 2014. After an initial meeting of the group in May 2014, a meeting of a select steering committee took place on 3<sup>rd</sup> June 2015 in Kinshasa. The steering committee's objective was to adopt a work program for the second half of 2015. The program consisted of two main components: a) adoption of the terms of reference for a study on mapping great ape conservation projects in DRC with a livelihood component; and b) adoption of the terms of reference for the preparation of a communication and advocacy strategy for great ape conservation and poverty alleviation in DRC.

The terms of reference of the communication and advocacy strategy (see Annex 2) were adopted at this meeting and a subcommittee was established to oversee the implementation of the work detailed in these terms of reference. Members of this communication subcommittee are listed below:

- Evelyne Samu, Bonobo Conservation Initiative (BCI)
- Michelle Wieland, Wildlife Conservation Society (WCS)
- CNIE staff, to be nominated by the Conservation Director of the Ministry of Environment of the DR Congo
- Cynthia Moses, International Communication and Education Foundation (INCEF)
- Bethany Squires, UGADEC and Australia Zoo

A communication expert, Sebu Cirhuza, from FONDAMU and TGO, was retained by the group as a communication consultant to lead this work.

This report describes the progress made during the preparation, adoption and implementation of this communication strategy, as well as challenges encountered and lessons learned.

## Methods and report's contents

As a first step in the execution of this work, the consultant carried out a literature review (see Annex I). Then a stakeholders SWOT (strengths, weaknesses, opportunities and threats) analysis was done in relation to the issues of great ape conservation and the improvement of the living conditions of local populations around great ape sites (Table I). This led to an analysis of the threats to the conservation of great apes, and of the attitude, knowledge and barriers to changing behaviour by the various stakeholders (see Table II). Finally, for each category of stakeholder, appropriate messages and communication methods were formulated (see Table III). Based on the steps above, a communication and advocacy strategy for great ape conservation and poverty alleviation in DRC was put together (see Table IV).

These working papers, prepared by the DRC PCLG communication consultant, were regularly submitted to the communication subcommittee members by email or during meetings, for discussion, refinement, and eventually adoption.

One of the final suggestions of the communication subcommittee was that, before this communication and advocacy strategy is put in place, it must first be adopted by all DRC PCLG members, who will also be able to comment on who should lead in the implementation of this strategy and how.

The results of this work are summarised in the tables below.

## Communication strategy and action plan 2016-2017

Each stakeholder experiences unique expectations and threats related to conservation and poverty alleviation activities around great ape sites, which lead to different attitudes and practices, as well as constraints to behavioural change<sup>1</sup> as summarised in Table I below.

Table I: List of local stakeholders and SWOT analysis

Stakeholder category	Attitudes, knowledge and practices	Constraints to change and to promoting the desired favourable practice
Public authority (government and protected areas' managers)	Public authorities do not support the interests and challenges of conservation	Insufficient budget and lack of political will to improve livelihoods and conserve the environment. Lack of sound governance
Rural and / or urban households	Have no interest in conservation	Little implementation of existing regulatory policies and limited community involvement
Local communities	Little knowledge about the linkages between conservation and development	Little work involving local communities
Private sector	Some private sector operators do not observe the regulatory measures on environment and social impact standards	Corruption is widespread. Limited examples of good practice available for forest governance and mining
Civil society	There is a feeling of apathy from DRC's civil society.	Lack of organisation, and poor technical, material and financial means to act  Little promotion of policies and regulations for the involvement of CSOs in sustainable conservation

Following the SWOT analysis (Table I), key conservation and development problems in DRC were identified and briefly described, together with initial suggestions for a set of activities to reconcile conservation and the improvement of local people's well-being. See Table 2 below.

<sup>1</sup>See the Plan intégré de communication pour la promotion de la REDD+ en RDC, Ministère de l'Environnement, Conservation de la Nature et Tourisme, Direction de Développement Durable, Coordination Nationale REDD, Matrice 2 et 3 p 12.

Table II: Key problems linked to conservation and development in great ape sites<sup>2</sup>

Problem	Description	Activities to be undertaken
Habitat's loss and degradation	Excessive logging	Reforestation
	Uncontrolled use of bush fires	Adoption of alternative energy sources
	Little knowledge of alternative energy sources	
Hunting and poaching	Practice of traditional hunting in the forest	Promotion of alternative income generating activities
	Use of traps and other unsuitable methods for capturing wildlife	Improved understanding of traditional hunting practices
		Promotion of less damaging hunting practices
Civil war and armed conflict	Persistence of armed groups and illegal mining activities in protected areas	Conflicts resolution and the deployment of armed forces to replace militias
Increase in human population	Increased pressures on natural resources	Promote family planning methods
	Lack of understanding of traditional and indigenous knowledge	Respect of traditional knowledge
	Marginalisation of local communities and indigenous peoples	Implementation of international laws and conventions relating to biodiversity conservation and poverty alleviation
	No involvement of local communities and indigenous peoples in decision making	Design and implement timely measures to control epidemic outbreaks such as Ebola
	High unemployment rates Diseases outbreaks	
Poor governance	Laxity of public authorities	Adopt and implement appropriate laws
	Lack of proper implementation of existing laws	Vulgarize existing laws
		Promote good governance

Reflecting on the stakeholders' categories identified above, type of messages we want to communicate, and behaviours that we need to change, the following possible modes of communication were identified: radio and TV, internet, telephone, posters, documentaries, theatre, songs and sketches. It is important to note that a single category of stakeholders can be targeted through several channels. However, the most reliable and efficient communication channel should be identified by testing them on the ground. Each message is directly linked to the behavior to change as presented in the 4<sup>th</sup> column of Table III below. Table III presents the communication channels, type of messages, and the behaviour to change identified for every targeted audience or category of stakeholders.

<sup>2</sup>Refer to this source: «La conservation des espèces de grands singes et le rôle des organisations non gouvernementales au sein du réseau d'acteurs, Mémoire de fin d'études présenté par Valentine THIRY à l'Université Libre de Bruxelles, Année académique 2013-2014 ; P11 et 12 », les plus grandes menaces sur les populations de grands singes sont les suivantes en RDC: *Perte et dégradation de l'habitat; Chasse et braconnage; Guerres civiles et conflits armés; Mauvaises pratiques traditionnelles, augmentation de la population humaine et transmission de maladies entre humains et grands singes.*

Table III: Communication and advocacy strategy for great ape conservation and poverty alleviation in DRC

Stakeholder	Behaviour to change / problem	Message	Communication channel
Public authority <sup>3</sup> (government and protected areas' managers)	1a. Inaction concerning abusive trees cutting	M 1. Conservation and reforestation activities should be supported because they ensure our long-term livelihoods	Radio and TV
	1b. Inaction about excessive timber harvesting		Visits
	2. Lack of implementation of existing laws on nature conservation	M 2. In applying forestry laws, we fight against illegal exploitation of resources that ensure our survival	Bulletins and posters in the districts' offices on renewable energy
	3. Lack of knowledge on renewable and alternative sources of energy		Brochures
	4a. Political interferences that leave people unsatisfied and encourage them to invade protected areas and great ape habitats	M 3. Use of renewable energy sources around great ape sites reduce deforestation for firewood	Newsletters, flyers and posters:
	4b. Expropriation of local communities and indigenous peoples land		a) on the benefits of saving protected areas
	5. Lack of community development	M 4a. Enforcing laws regulating biodiversity conservation reduces encroachment of great ape habitats	b) on land and indigenous peoples rights
6. No involvement of local communities and indigenous peoples in decision-making and benefits sharing	M 4b. Respect for land ownership secures indigenous population rights and reduces pressure on protected areas		
7. Civil war and armed conflict	M 5. Local people should take part in conservation planning		
		M 6. The local development planning and management committee ensures participatory management and benefit sharing	
		M7. By promoting	

<sup>3</sup>Categories of public authority's stakeholders are listed below:

- National and provincial members of parliaments
- National and provincial Ministers
- Governors of provinces
- Administrators of Territory
- Customary chiefs (Chefs de Collectivités /ou Secteurs et Chefs de Groupements de villages riverains)

		inter-community dialogue and eradicating armed conflict, we are strengthening peace, good governance and sustainable development	
Rural and urban households (including women, workers, peasants, teachers, school children, etc.)	<ol style="list-style-type: none"> <li>1. Illegal felling of trees</li> <li>2. Excessive cutting of trees for firewood</li> <li>3. Lack of knowledge on renewable energy and alternatives to firewood</li> <li>4. Lack of community development plan</li> <li>5. No involvement of local communities and indigenous people in decision-making, participatory management and benefits sharing</li> </ol>	<p>M 1. Plant trees to restore our forests and ensure our long-term livelihoods</p> <p>M 2. Denounce the loggers that do not follow the forest legislation (Forest Code) to avoid the irreversible loss of our forests</p> <p>M 3. Let's explore renewable and clean energy sources to reduce our dependence on firewood</p> <p>M4. Participatory planning ensures sustainable resource management</p> <p>M5. Local communities and indigenous people should be involved in community management to ensure satisfactory benefit sharing</p>	<p>Radio and TV</p> <p>Theatre, songs, public dissemination (film screenings and public debates)</p> <p>Posters to promote indigenous peoples' rights</p>
Local communities and indigenous peoples	<ol style="list-style-type: none"> <li>1. Illegal felling of trees</li> <li>2. Collecting excessive wood</li> <li>3. Lack of knowledge on alternative energy sources and limited electric coverage</li> <li>4. Expropriation of land from local communities and indigenous people</li> <li>5. Lack of a community development plan</li> <li>6. No involvement of local communities and</li> </ol>	<p>M 1. Plant trees to restore our forests and ensure our long-term livelihoods</p> <p>M 2. Denounce loggers who do not follow the forest laws to avoid the loss of our forests</p> <p>M 3. Let's use renewable and clean energy to reduce our dependence on firewood</p> <p>M4. Let's participate</p>	<p>Radio, TV and documentary films</p> <p>Theatre, songs, public dissemination (film screenings and public debates)</p> <p>Posters on land issues and indigenous peoples' rights</p>

	indigenous people in decision-making	in land-use planning, to ensure a sustainable future for our homeland and to prevent illegal distribution of logging concessions	
	7. Bushfires	M 5. Land use planning ensures the conservation of biodiversity and sustainable resource management	
		M6. Let's participate as a community in the management of our land to its stewardship and benefits sharing	
		M7. Let's use prescribed bushfires practices for the conservation and protection of our crops	
Private sector	1. Little acceptance of environmental laws	M 1. Please adhere to existing environmental laws	Radio, TV, and documentary films
	2. No wood harvesting quotas exist in the forests	M 2. The application of the Forest Code will help to sustainably manage forests and to ensure the rehabilitation of our forest capital	Brochure and poster
	3. Little investments target the improvement of local communities and indigenous people livelihoods	M3. Invest in social infrastructure around great ape sites	Posters about land and indigenous peoples' rights
	4. Lack of community development plan	M4. Support local communities and indigenous peoples in the formulation of community development plans	

A set of key actions for the implementation of the communication strategy in 2016-2017 are identified in table IV below. Before its implementation, the strategy should be approved by the general assembly of DRC PCLG members. Then an on the ground testing phase in some pilot sites will be crucial to assess its efficacy.

Table IV: Action plan for the implementation of the DRC PCLG communication and advocacy strategy for great ape conservation and poverty alleviation in 2016-2017

Activity	Expected result	Objectively verifiable indicator	Message	Lead	When	Budget <sup>4</sup>
Organise interactive radio programs through community, provincial and national radio stations  TV programs at national, provincial, and community level <sup>5</sup>	Interactive TV and radio programs broadcasted at community, provincial and national level are produced: at least 6 programs at national level, 26 programs at provincial level, and 12 at community level	Number of interactive programs broadcasted in radio and TV at national, provincial and community level	Vulgarisation of new technologies and alternative energies  Promotion of alternative income generating activities  Use of improved seeds  Capacity building for indigenous peoples and local communities  Vulgarisation of improved stoves and fireplaces	DRC PCLG (members, consultant)	Second half of 2017	\$ 350 x (6 + 26 + 12) = \$ 15,400
Organise information and awareness sessions for women and children (in schools and in the communities)	Awareness sessions and information for women and children (schools and community) are organised	Number of awareness sessions and information for women and children held at community level	Dissemination of knowledge on appropriate technologies and alternative energies sources  Promotion of alternative income generating activities  Use of improved seeds  Capacity building for indigenous people and local communities  Dissemination of	DRC PCLG (members, consultant)	Second half 2017	\$ 1,000 (printing, participants transportation) print basic documents and visit communities to raise awareness

<sup>4</sup> Costs in this table are meant to be indicative only, and further work will be required to assess exact amounts.

<sup>5</sup> Programs on community radios or TV will be done by DRC PCLG members in collaboration with communication experts.

			knowledge on improved stoves and fireplaces			
Produce key messages and information to raise awareness in target local communities (posters, flyers, comic strips) <sup>6</sup>	Key messages reach local communities through the use of posters, flyers, and comic strips	Number and type of posters, flyers, and comic strips produced	Promotion of income generating activities Use of improved seeds Capacity building of indigenous peoples and local communities Dissemination of knowledge on improved stoves	PCLG (members, consultant)	First half 2017	\$ 35 x 26provinces x100 = \$ 91,000
Produce memos or organise information and advocacy sessions for parliamentarians and senators on poverty alleviation around great ape sites	Memos and / or advocacy sessions for lawmakers (parliamentarians and senators) on poverty alleviation around great ape sites are organised	A memo per year or an annual advocacy session conducted; a significant number of parliamentarians reached	Dissemination of knowledge on appropriate technologies and alternative sources of clean energy Elimination of conflict Adoption and enforcement of appropriate laws Dissemination of information regarding great ape conservation laws Law enforcement Good governance Dissemination of national legislation and	DRC PCLG (members and consultant)	First half 2017	600 parliamentarians and senators 20 pages x 0.5 = \$ 6,000

<sup>6</sup> Flyers will be produced by appropriate design and printing houses; videos or sketches will be recorded in professional studios, eg Population Media Center.

			conventions relating to biodiversity conservation and poverty alleviation			
Organise awareness and information sessions for community leaders on poverty alleviation around great ape sites	Awareness and information sessions for community leaders and traditional leaders on poverty alleviation around great apes are organised	Number of awareness and information sessions for community and traditional leaders organised	Dissemination of knowledge on appropriate technologies and alternative sources of clean energy  Promotion of income generating activities  Use of improved seeds  Improved capacity of indigenous peoples and local communities  Dissemination of knowledge on improved stoves	PCLG (members, consultant)	Second half 2017	26 provinces x 20 customary chiefs per provinces x \$ 200 = 114,000 per head  <i>Depending on available fund, and support of members</i>
Support the organisation of education exchanges programs at community level	Organisation of educational exchange programs supported	Number of educational exchange programs supported at community level	Dissemination of knowledge on appropriate technologies and alternative sources of clean energy	DRC PCLG (members)	First half 2017	1000  Coordinate and build the capacities of NGOs <sup>7</sup> members

<sup>7</sup> Apres un renforcement des capacités des membres des cellules de communication, coordonner la diffusion des messages et émissions communautaires.

## Implementation of the DRC PCLG communication and advocacy strategy

The steering committee meeting held in Kinshasa in June 2015 recommended that awareness campaigns, television programs, and any other communication activity should be undertaken by the group only after careful consideration, consultation of group members, review of previous similar experiences and testing, when possible. All these actions will contribute to an improved understanding of the current situation, the key messages the group wants to communicate, the targeted audience and the expected outcomes. Based on INCEF and BCI's experiences, an awareness campaign which is not well-crafted could easily backfire and become counterproductive for great ape conservation. For all these reasons, the implementation of this communication strategy will start only in 2017 after its adoption by the general assembly of DRC PCLG members, and after further research and reflection on the best strategies to reach the different audiences. It is also recommended that local communities be consulted for validation before the start of the implementation of the communication strategy, and the strategy should be tried out first on the ground, before being rolled out to intended audiences.

Furthermore, this implementation of this strategy should be led by DRC PCLG members. The success of this depends on establishing an efficient system of information sharing and collaboration among members, something that still needs to be built.

Last but not least, the implementation of this communication strategy will depend on successful fundraising efforts in 2016.

## Challenges

One of the main challenges encountered in the development of this communication and advocacy strategy was collecting information and feedback from DRC PCLG members. This is understandable considering their busy agenda, the fact many members are not based in Kinshasa, and the limited access to internet that members experience when they are in the field or away from large cities.

The lack of an effective system for exchanging information among members of the DRC PCLG community remains a hindrance for working together effectively as a group, and something that should be addressed as a priority during the next phase of work of the group.

Another problem was the limited availability of financial resources, which did not permit to carry out field visits in great ape sites to consult local people on their problems and possible solutions. Likewise, no field meeting could be arranged with representatives of the private sector to collect information from those who are likely to have a significant impact, through their investments, in great ape conservation and poverty alleviation.

## Lessons learnt

These are some of the lessons that the DRC PCLG consultant and communication coordinator learnt in the course of developing this communication and advocacy strategy:

1. DRC PCLG is a platform for sharing and exchanging information among its members through website, meetings, emails or phone calls, but it needs to increase its visibility and credibility to improve participation and capacity building of its members.
2. It is vital to devise an efficient system of communication to improve information sharing among DRC PCLG members.

3. Information sharing systems between members should be improved progressively; for example through using appropriate software applications and online social networks. This way progress can be tested, and systems improved accordingly.
4. The group should fundraise to allow the communication consultants and other DRC PCLG members to conduct research at community level and attend relevant meetings and conferences.
5. DRC PCLG members should lead in the implementation of the communication activities, so that they can contribute to the process their knowledge and field experience.

## Appendix 1. Documents consulted during the literature review

United Nations Declaration on the Rights of Indigenous Peoples

<http://www.tematea.org/french/?q=node/5853>

African Convention on the Conservation of Nature and Natural Resources

[www.tematea.org/french/?q=node/4593](http://www.tematea.org/french/?q=node/4593)

Integrated communication plan for the promotion of REDD+

[http://carpe.umd.edu/Documents/2013/LS8\\_IA\\_DRC\\_REDD\\_Integrated\\_Plan\\_WWF\\_2012.pdf](http://carpe.umd.edu/Documents/2013/LS8_IA_DRC_REDD_Integrated_Plan_WWF_2012.pdf)

Law No. 011/2002 of 29 August 2002 on the Forest Code

[http://cd.chm-cbd.net/implementation/fo1320521/copy\\_of\\_doc390257](http://cd.chm-cbd.net/implementation/fo1320521/copy_of_doc390257)

Law No. 14/003 of 11 February 2014 relating to the Conservation of Nature

<http://www.leganet.cd/Legislation/Droit%20administratif/Environnement/Loi14003.11.02.2014.htm>

CITES (Convention on International Trade in Endangered Species)

<http://www.cites.org>

Convention on Biological Diversity

<http://www.biodiv.org>

Law on Nature Conservation

<http://cd.chm-cbd.net/implementation/fo1320521>

Local Communities Forest Concessions Decree

<http://leganet.cd/Legislation/Droit%20economique/Code%20Forestier/D.14.018.02.O8.2014.htm>

### **Relevant references on law and conservation related documents in DR Congo**

Law No. 11/009 From July 9, 2011 Wearing Principles Relating to the Protection of the Environment

[http://cd.chm-cbd.net/implementation/fo1320521/loi-portant-princ-fond-sur-l-env\\_2011.pdf](http://cd.chm-cbd.net/implementation/fo1320521/loi-portant-princ-fond-sur-l-env_2011.pdf)

The Forest Code

[http://cd.chm-cbd.net/implementation/fo1320521/copy\\_of\\_doc390257](http://cd.chm-cbd.net/implementation/fo1320521/copy_of_doc390257)

Forest Concessions Decrees for the Local Communities

<http://leganet.cd/Legislation/Droit%20economique/Code%20Forestier/D.14.018.02.O8.2014.htm>

## Appendix 2. Terms of references of the communication and advocacy strategy for great ape conservation and poverty alleviation in DRC

### Introduction

The Democratic Republic of Congo (DRC) is a country with enormous wealth in natural resources. Its forests are home to a rich biodiversity, including numerous endemic and endangered species. DRC plays a particularly important role for primate conservation, since there occur three of the four species of great apes: gorillas, chimpanzees and bonobos. However, habitat destruction and bushmeat hunting pose serious threats to biodiversity in DRC, particularly for the survival of great apes. Furthermore, while DRC is considered one of the richest countries in the world in terms of natural resources and biodiversity, its citizens are among the poorest on the planet.

In response to this situation in 2014, the International Institute for Environment and Development (IIED), with support from the Arcus Foundation and UK-Aid for International Development, set up a network called DRC Poverty and Conservation Learning Group (DRC PCLG). This network is modelled on similar groups previously established in Cameroon and Uganda.

The DRC PCLG started with an inception workshop held in Kinshasa on 21 and 22 May 2014. The objectives of that workshop were:

- To provide a space for DRC based conservation and/or development organisations where they could share their practical experience of linking ape conservation and poverty alleviation, particularly reflecting on what has worked, what hasn't and why.
- To understand to what extent ape conservation and poverty are linked in official DRC conservation and development policy.
- To identify what needs to change - from specific practices to national policies - in order to maximise conservation-poverty linkages and what role a network of conservation and development organisations in DRC could play (for example through information exchange, learning and joint action).

On June 3<sup>rd</sup> 2015 a meeting was held in Kinshasa of a select steering committee of DRC PCLG members. During this meeting, among other things, a sub-committee was established to formulate a communication and advocacy strategy for great ape conservation and poverty alleviation in DRC.

The subcommittee will make progress through email exchanges, and will meet whenever possible at the headquarters of the Bonobo Conservation Initiative (BCI) or the Wildlife Conservation Society (WCS), with the facilitation of a communication consultant.

### Objectives and activities related to the formulation of an advocacy and communication strategy on conservation and poverty alleviation issues around great ape sites in DRC

The main objective of the selected communication subcommittee will be to formulate a short- and long-term communication strategy for DRC PCLG. The secondary objective is to improve the capacity of conservation organisations in DRC to advocate with public authorities and representatives of the private sector for an increased support in conservation and development activities.

As part of the development of this communications strategy, the following recommendations were made by the steering committee to the communication subcommittee:

- involve the National Centre for Environmental Information (CNIE) in the development of the communication work

- take into account the awareness film on the bonobo produced by INCEF
- pay special attention to the nature of the communication messages, their intended recipients and the channels that should be used to reach them
- separate communication targeted at local communities and advocacy work towards the public and private sector, and
- ensure that a preliminary study of local communities is carried out in 2016 to understand the cultural traditions of all concerned, to better prepare messages and deliver them with positive impact.

The planned activities are:

1. an inventory of existing communication, awareness and outreach activities on great ape conservation
2. development of a communication strategy for local communities
3. development of an advocacy plan targeting public authorities, and
4. development of an advocacy plan targeting private sector representatives to improve their participation in great ape conservation efforts and in the fight against poverty in great ape sites.

## Deliverables

It is expected the communication and advocacy subcommittee will deliver the following outputs:

- An annotated bibliography of existing information on communication, awareness and outreach work carried out on great ape conservation in DRC
- A communication and advocacy strategy for DRC PCLG, with both short and medium term objectives, involving all DRC PCLG member organisation to address the following 4 categories of actors and stakeholders: a) those who support both conservation and development objectives; b) those who only support conservation; c) those who only support the fight against poverty; and d) those who do not support either conservation nor development. This will involve:
  - analysing all categories of concerned stakeholders and determine their expectations and fears
  - designing ways and means to meet the expectations and mitigating the fears of each category
  - starting to work with the stakeholders who already support great ape conservation and poverty alleviation to craft messages to change the attitude of the other stakeholders
  - identifying the most appropriate communication channels and methods to reach each stakeholders, and
  - developing an action plan for implementing the communication and advocacy strategy, including timing and a budget.
- A list categorising into the four groups identified above the political and legislative authority and the private sector representatives concerned with great ape conservation and poverty alleviation in DRC, and
- A plan for advocacy with the relevant political and legislative authorities and private sector representatives, based on the four categories above.

## Workplan for the implementation of the activities to formulate a communication strategy

July-August 2015

- Collect bibliographic information on private sector representatives working in great ape sites and likely to invest in conservation and community development
- Categorise political and legislative actors to target through advocacy
- List and make a SWOT analysis (expectations and fears) of the stakeholders based around great ape sites, and
- Identify key issues related to conservation and development in great ape sites.

September-October 2015

- Identify appropriate communication channels and messages for each audience
- Develop a communications strategy for the integration of conservation and development objectives around great ape sites
- Develop an advocacy strategy to target the political and legislative authorities, and
- Develop an advocacy strategy for the private sector.

November-December 2015

- Prepare a final report and present it to DRC PCLG members, and
- Finalise the report and translate it into English for IIED and project's donors.

## Members of the communication subcommittee

- Evelyne Samu, BCI
- Michelle Wieland, WCS
- Someone from ADIE, to be designated by the Director of Conservation of Nature
- Cynthia Moses, INCEF
- B. Squires, UGADEF and Zoo Australia
- Sebu Cirhuza, FONDAMU and TGO, Consultant

## Honorary members of the communication subcommittee

- Raymond Lumbuenamo
- Toussaint Molenge

## Role of a communication consultant in the execution of these ToR

A member of the staff of the Gorilla Organization based in Kinshasa, who has more than 15 years' experience in communicating and advocating on issues related to great ape conservation, was contracted to lead the execution of these terms of reference.

Trinto Mugangu

Facilitator Poverty and Conservation Learning Group – DRC PCLG

73 Rue Maindombe, C/Kintambo, Kinshasa, DR Congo

Email : [trinto@live.com](mailto:trinto@live.com)

Tel. +243-99 127 9900