



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 3rd 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.

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