



Sub-regional workshop for capacity building of media men and women for Sustainable Land and Water Management (SLWM)

Theme: Sustainable Land and Water Management in SAWAP countries: issues, difficulties and local strategies.

Lomé, Togo, from 03 to 07 October, 2016

General synthesis of the workshop

From 03 to 07 October, 2016, a **sub-regional workshop for capacity building of media men and women on the theme of Sustainable Land and Water Management (SLWM)** was held in Lomé, Togo. It was organized by the International Union for Conservation of Nature (IUCN) under the Building Resilience through Innovation, Communication and Knowledge Services (BRICKS). About sixty participants including representatives of the three BRICKS implementing agencies (IUCN, CILSS and OSS), of World Bank, the Focal Point of Terrafrica in Togo, communication experts of 11 SAWAP¹ projects, and journalists for environment from Benin, Burkina Faso, Ghana, Guinea, Mali, Mauritania, Niger, Nigeria, Senegal, Sudan, Chad and Togo attended this important event.

The objective of this sub regional workshop was to train, inform and raise the awareness of media men and women on the challenges encountered in land and water management and mobilize them for the cause of sustainable development.

More specifically, the idea was to facilitate access to and dissemination of regional best practices.

The opening ceremony

Two addresses were delivered during the opening ceremony: one by Madam Bora Masumbuko, coordinator of the BRICKS Project at IUCN and one by Mister Djiwonou Folly, Director, Inspection and Forest Resources of Togo representing the Minister for Environment and Forest Resources of Togo.

- Welcome remarks by IUCN

Madam Bora Masumbuko of IUCN, on behalf of the three BRICKS implementing agencies (IUCN, CILSS and OSS), welcomed all participants. She introduced BRICKS to participants and underlined the context in which the workshop is being held. Further, Madam Masumbuko recalled the objectives and communication strategies of SAWAP projects. She stated that communication is key to the dissemination of messages and productions. And that only the media men and women who are familiar with the basic concepts of sustainable land and water management and proper communication tools can do it with genuine effectiveness. It is on the basis of this trust in the importance of the media in promoting innovative approaches and disseminating best practices that the present workshop is being held, she further stated. Madam Masumbuko concluded her address by thanking the technical and financial partners, notably the World Bank.

- Opening speech on behalf of the Minister for Environment and Forest Resources, Togo

Mister Djiwonou Folly, Director of Inspection and Forest Resources of Togo representing the Minister for Environment and Forest Resources, Togo, first recalled the need for designing and implementing an advocacy strategy for awareness creation in view of the threats looming on natural resources given that such

¹ Benin, Burkina Faso, Chad, Ghana, Mali, Mauritania, Niger, Nigeria, Senegal, Sudan and Togo (Ethiopia was absent).

resources are vital to human survival. That is why he expressed the wish to see the media men and women fully taking ownership of the concepts for enhanced dissemination of endogenous best practices as shown by the Integrated Disaster and Land Management Project (PGICT). While recalling the key role played by journalists in promoting SLWM, he concluded his speech by warmly recognizing the technical and financial partners (WB, OSS, IUCN and CILSS) and bilateral and multilateral partners.

The proceedings

The deliberations were facilitated by Hien Christophe. After their self-introductions, the participants gave their expectations. Daily rapporteurs were then designated as follows:

- Day 1: Samuel Nikiéma (Burkina Faso) and Keryang Emmanuel (Chad);
- Day 2: Alexandra Djotan (Benin) and Ali Sando (Togo);
- Day 3: Mariama Dante (Niger) and Amadou Sidibé (Mali);
- Day 4&5: Sandrine Ouattara and Robert Sanhama (CILSS).

The general theme of the workshop was broken down into several sub-themes for discussion:

- Introduction to BRICKS and its implementing agencies by Dankoulou Abdoukarim of CILSS;
- Short presentation on SAWAP by Grazia Atanasio of World Bank;
- Key concepts of biodiversity development by Arsène Sanon and Bora Masumbuko of IUCN and a case study of Togo by Mr. Bodora Essowana of INADES Formation;
- The media and sustainable land and water management by Peter Paul Van Kempen and Louisa Diggs of IUCN/CEC;
- Storytelling and development of sustainable land and water management best practices by Peter Paul Van Kempen and Louisa Diggs of IUCN/CEC;
- Monitoring and Evaluation of media - induced change in SLWM by Jacques Somda (IUCN);
- ICT and content management: initiation to collaboration, BRICKS portal for contents communication and dissemination by Afiss Bileoma and Mathias Hamitouche of the OPENVISTA company;
- The use of success stories for improving communication within the BRICKS Network.

At the end of the opening ceremony, the presentation on BRICKS and its three implementing agencies helped to understand that:

- BRICKS is supporting the 12 SAWAP projects;
- It is being executed by three regional centers of excellence namely OSS, CILSS and IUCN;
- It has three operational components: knowledge management, Monitoring and Evaluation support and project management;
- It is being financed to the tune of USD 4.600.000;
- It has a life span of six years;
- The Programme is meant to support the Great Green Wall Initiative.

The presentations on the key concepts of biodiversity development made it possible to better understand the major notions and terms used in SLWM and biodiversity valuing.

Moreover, the discussions on the role of the media in environmental protection in general and SLWM implementation in particular covered the following points:

- communication in the angle of marketing ;
- environmental communication;
- Media planning;
- Testimony by Mama Adama Keita of Guinea as a winner of the award for the "Water and Environment Journalism Competition" organized by IUCN and GWP/WA;
- Writing a press release.

The session on monitoring and evaluation of the change in SLWM induced by the media shed light on the importance:

- Go from context;
- Listen to people about what justifies their current attitudes;
- Facilitating behavior change;
- Make an inventory appreciating the impacts obtained.

The structuring of these four steps into a coherent narrative must aim above all the emotion of the audience.

The 2nd day was fully dedicated to storytelling, which helped, through practical assignments, to understand that good story telling is based on three steps: taking account of the target audience, calling for their emotions and building trust.

Day three of the workshop focused on the initiation to the use of the BRICKS Portal. With practical exercises, the participants learned how to post articles, images, videos and attachments into the Portal. They were also lectured on how to store and share on line files using Google Drive. The participants also learned about BRICKS SHARE (the social network of the Portal).

An update on the progress made towards reporting with SAWAP Project success stories was given. Stories from the SAWAP projects are to be sent to OSS and IUCN by 18 October, 2016. The participants made the commitment to provide the required information, complying with the proposed deadline.

At the end of the various presentations, the participants asked questions and raised points of clarification, made observations and gave inputs.

The field visit

A field visit was organized in three steps: visit to the harbor area of market gardening in Goumkove village, seaside visit to see a case of coastal erosion control and visit to a site dedicated to agro-sylvo-pastoral activities within the framework of Integrated Soil Fertility, Water and Pest Management using Fungi (GIFERC). During these three visits, the participants saw by themselves practical cases of water management, land conservation and soil fertility restoration by GIFERC.

Following the field visit, three participants presented their stories as part of the exercise on storytelling. Thus, a newspaper article, a radio programme and video report were presented.

Success stories for the SAWAP report

Madam Lilia Benzid of OSS made a presentation to explain to the participants, notably the SAWAP project communication experts, what is expected in terms of their inputs to the report on the progress accomplished by the respective countries over the past three years.

They were requested to write a success story by 18 October 2016 and send it to OSS and IUCN that will finalize the forms.

Network naming

At the end of the deliberations, names were suggested for the network. The BRICKS communication working group will later finalize the name agreed on.

Next steps

The participants formulated the following next steps:

- Translation of the portal into English;
- Setting up of an online radio of SAWAP countries (Ouagadougou was identified to host the on-line radio) ;
- Regular updating of the SAWAP Portal ;
- Strengthening of the network by enhancing collaboration among media professionals, information exchange and experience sharing;
- Visit to other countries to learn lessons from successful experiences;
- Support to the rural communities to document their own best practices.

Closing remarks

Three addresses were delivered: the representative of the participants (Thomas Abayo) Bora Masumbuko of IUCN and the Togo SAWAP Project Coordinator.

The representative of participants expressed his gratitude to the host country and organizers for the warm welcome and organization of the workshop.

Madam Bora Masumbuko of IUCN also thanked the Togolese Government, the SLWM structures of Togo, the World Bank, partners, implementers, experts, the facilitator and interpreters for the good quality of the work and services delivered. She concluded by urging participants to use the knowledge acquired throughout the workshop in their respective countries.

In his closing remarks, the representative of the SAWAP project, on behalf of the Togolese Government, thanked the facilitator, organizers and interpreters before pleading for the adaptation of workshop themes to the realities of host countries. He felt that it is important that the journalists and media men and women support the Initiative. To conclude, he expressed the wish to see more female participants in the next workshops.

Recommendations

A number of recommendations were made:

- That documents should be systematically translated (English and French) ;
- All SAWAP communicators and the journalists should be networked to make exchange and sharing easier;
- The activities conducted during this workshop should be replicated in other countries, especially the field visits;
- BRICKS-SHARE should be used to further strengthen interpersonal exchanges.

The participants thanked the Togolese Government and people as well as the PGICT Project for their warm welcome and all arrangements made for the smooth running of this workshop.

Lomé, 07 October, 2016

The participants