

## Stakeholder Workshop on

# National Environmental Education & Communication Strategy in Mongolia and its Action Plan 2022-2024

Ulan Bataar, 22 August, 2022

### Moderation Team

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Draft report on



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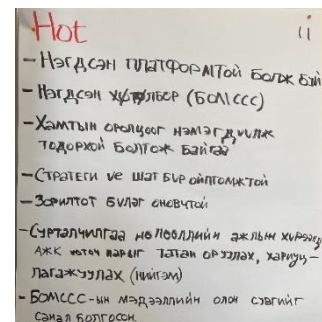
On 22 Aug 2022, more than 50 stakeholders working on environmental education and communication in protected areas endorsed the National Environmental Education and Communication Strategy (EECS) related to protected areas in Mongolia that the GIZ SPACES project developed in 2020 and updated in 2022. The stakeholder workshop was opened by D. Batmunkh, the Director of the Department of Protected Area Management at the Ministry of Environment and Tourism. The stakeholders, originating from NGOs, government, research and donor organizations, discussed the strategy's main problems and target audiences identified through GIZ-commissioned environmental awareness surveys and stakeholder assessments in 2020-2022. Ever since initial stakeholder meetings in April and June 2022, the latter committed contributions to a national "My Green Mongolia" media campaign as an action plan to the EECS for 2022-2024.

Moderator Manfred started the session by asking 3 questions: WHO are we?, WHAT we are going to do? and HOW we are going to do it? Co-moderator Nara took over the introduction session - WHO are we? - by asking different questions regarding participants' representation of institutions, how long they have been working in the environmental sector, and how many times they have celebrated the Naadam festival this summer. Manfred introduced the workshop agenda and the objective of the workshop – WHAT we are going to do? The objective was that by the end of the workshop all the participants have:

- reviewed the EECS, its Action Plan, and the "My Green Mongolia" campaign,
- discussed their contribution to the "My Green Mongolia" campaign,
- defined and agreed on the management of the campaign.

GIZ SPACES Stakeholder Workshop, 22 August, 2022			SCRIPT	
Session	Timeline	Content	Methods & Materials	Responsible
8-9:00	60'	Participants arrive, are tested and register		
1	10'	Formal Opening	Verbal address	DPAM/GIZ
	15'	WHO-WHAT-HOW	3 round cards	Manfred
	15'	WHO are we?: 1-Organizations (Government, NGOs, PAs, Donors), 2-No of children, 3- No of years in environment, 4-funny question	use 4 corners of the room	Nara
	15'	WHAT are we going to do?: 1-Agenda, 2-Objectives, 3H - KAP	Agenda on board + Objectives on flipchart	Manfred
	10'	HOW are going to do it?: 3H - KAP	3H on cards/board	
09:00 - 10:30	10'	MOVE principles	Principles on 1 pinboard	Nara
	30'	EECS	PPT	Manfred
10:30-11:00	30'	Coffee Break		
2	30'	Campaign (+ Website) ctd	PPT	Manfred
	10'	Briefing on June Meeting of Campaign Group	Verbal presentation	Nara
11:00 - 12:30	50'	WG task 1: Thinking of the EECS and the Campaign: What's HOT? What's NOT? What's NEXT?	Task on PPT; 3 working groups	Nara
12:30 - 13:30	60'	Lunch Break		
3	5'	Animated video on PA guideline	PPT	Manfred
	30'	Presentation of 3 WG results in plenary	10 min/WG for presentation on board	3 WGs
	30'	WG task 2: What are you willing to contribute to the "My Green Mongolia" Campaign?	Task on PPT to be discussed by organization	Nara
13:30 - 15:00	25'	Presentation of organizations' contributions in plenary	Glue + cluster on sticky cloth	Sean
15:00 - 15:30	30'	Coffee Break		
4	30'	How to make the Campaign work – What we heard from you	PPT on partnership principles, responsibilities, etc.	Manfred
	45'	Thinking of the Campaign management: What's HOT? What's NOT? What's NEXT?	Comments recorded on flipchart in plenary	Nara/Suvda
	5'	Stakeholder Meeting Summary & Next Steps	Verbal comment	Manfred
	5'	Intro to Radio Drama Workshop, incl. invitation for directors to attend the Friday drama presentation & party	Verbal comment	Sean
15:30 - 17:00	5'	Closing	Verbal comment	Nara

Participants were then divided into 3 working groups (WGs) tasked to review the EECS and the campaign concept based on a plenary input by Manfred and the summary of EECS that had been distributed to the participants by mail before the workshop and as a handout during registration. The WGs presented their review by answering what is HOT (like), what is NOT (dislike), and what is NEXT (missing or additional points) as shown in the integrated table of results produced by WGs Below is. The participants expressed that EECS is developed very systematically based on the thorough analyzes from CNA and KAP done by SPACES. Moreover, all of them agreed that EECS is a timely and necessary document to make things forward in Mongolia concerning EEC.





## MY GREEN MONGOLIA – PARTNERS CONTRIBUTIONS

CAMPAIGN MANAGEMENT	MEDIA PRODUCTS	SURVEYS/STUDIES	EVENTS	TRAINING	CAPACITY DEVELOPMENT
<b>Regular meetings of the stakeholders</b>	Videos on different env. issues	CNA – 2020 and 2022	One day the ranger	env. topic	Experts on each env. issues
<b>Meeting with local people</b>	TV podcast for Env. law	KAP survey - 2021 and 2023	One bottle and one ice cream	programs for each target group	Cars/buses and another technic for the field trip
<b>Logo development</b>	The movie named "Mountain owner"	Irves survey	Sheep feast	on EEC	integrated eco-club data Link
<b>Slogan development</b>	My Green Mongolia website/youtube	Community-based information fund	CBT fair	Summer eco-club for kids	Human resource in 21 provinces – ecological police
<b>Vision development</b>	26-episode radio drama	Data on waste management	Eagle Festival	EECS	Information centers
	Comics of rare species		Yak festival	EEC for youth	Venue
	Videos on visitor guidelines, PA forest		Junior ranger programm/youth corps	Outdoor curricula for youth and eco-club kids	Library & Lab
	Baigali App		Tea Route	Nomad trunk	
	Irves App		Crane festival		
	Malchin TV and radio programm		Tourism fair		
	Manuals on EEC		Silver White winter event		
	Comic on Khulan		Migratory birds		
	Kids songs				

The campaign will tackle major problems for protected areas: 1-the lack of political will, finance, and human resources; 2-lack of public awareness; 3-overgrazing and excessive use of natural resources: 4-excessive tourism. Therefore, the campaign’s main target audiences are 1-political decision makers, 2-youth, 3-local communities, especially herders, 4-domestic tourists.

More than 30 campaign stakeholders have established a “My Green Mongolia” Facebook Group <https://www.facebook.com/groups/eec4mygreenmongolia>. GIZ SPACES has already invested in

manuals, a ToolBox, outdoor guidelines, videos and comics as well as trainings and curricula related to EEC. A website and a radio drama series contributing to the campaign are currently being developed by the project, and will be launched later this year. Existing as well as newly produced media and material by GIZ and other stakeholders will be uploaded to the website so that they will be publicly available.

The last session of the workshop was dedicated to discussing campaign management. The key results and agreements from the discussion are summarized below:

- Develop an MOU for partner organizations on how to collaborate and implement the campaign: at the beginning, MOU could be done between GIZ/SPACES and other partners.
- Create a Board including representatives from all partner organizations.
- Conduct regular stakeholder meetings every 3 or 2 months.
- At a later stage (the latest when the GIZ SPACES project ends in April 2024) partner organizations will manage the campaign on a rotating/annual basis.
- The free-standing website “My Green Mongolia” will be integrated in the URL of at least 5 partner organizations: GIZ, PCC, Freshwater Center, Ecological Education Center, and WCS. The organizations will take care of the website’s annual hosting fee on a rotating/annual basis after the SPACES project ends.