



SPACES

Output 4 – Environmental Education & Communication (EEC) Campaign Framework v1

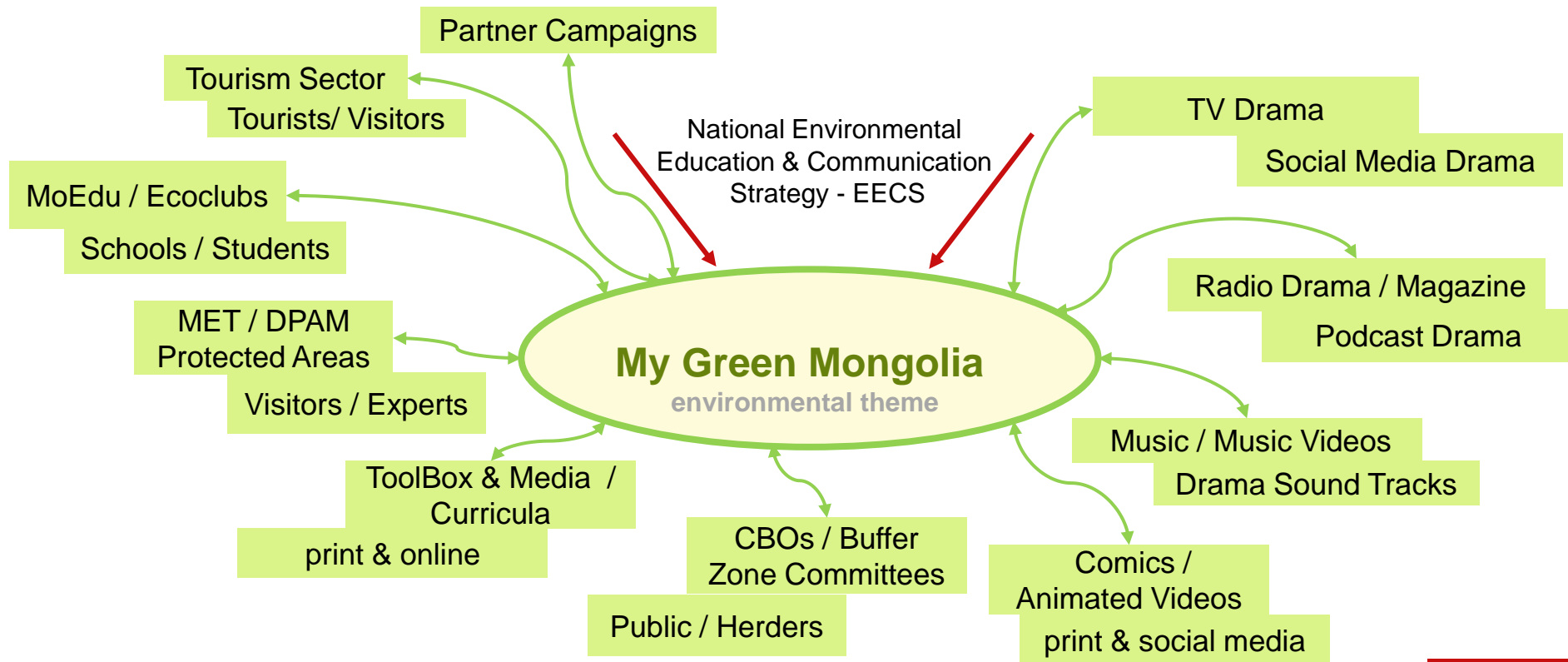
SPACES | April 2022



Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Framework for a National Environmental Campaign – Who Joins in?

Overview



Framework for a National Environmental Campaign – Who Joins in?

Data-driven science approach

KAP Survey, 2021

N = 1, 463 1,316 dom. visitors, 147 PA staff

Capacity Needs Assessment (CNA), 2022

- *major problems and which target groups in PAs?*
- *target groups knowledge, attitudes & practices?*
- *appropriate media & messages to reach major target groups in relation with major problems?*

Stakeholder Groups

1-Donors & Government, 2-NGOs & Media, 3-Academia, 4 + 5-PA Staff in Western Cluster, GTNP,

Environmental Message Guide Samples

- ❑ Love the natural and cultural heritage
Mongolians can be proud of
 - ❑ We care today for tomorrow!
 - ❑ Not ego - but eco!
- ❑ Don't destroy the natural resources your children's livelihood depends on
 - ❑ Nature gives you life – What do you give back to nature

Framework for a National Environmental Campaign – Who Joins in? Strategy

Based on results from a **KAP** survey and **CNA** among stakeholders, the draft **EECS** (National Environmental Education and Communication Strategy) focuses on

Main Problems

- Lack of political will, finance and human resources
- Lack of public awareness on PAs and land use
- Pasture degradation and overgrazing
- Excessive tourism

Target Groups

- political decision makers,
- youth
- local population, esp. herders
- tourism operators & PA visitors

Communication Strategy in a Nutshell

10-step guideline endorsed by **OECD-DAC**

Stage 1 Assessment

- o1 Situation analysis and problem identification
- o2 Audience and Knowledge-Attitude-Practice (KAP) analyses
- o3 Communication objectives

Stage 2 Planning

- o4 Framework figures: Budget, time line, staff, etc.
- o5 Partner involvement
- o6 Media selection and mix

Stage 3 Production

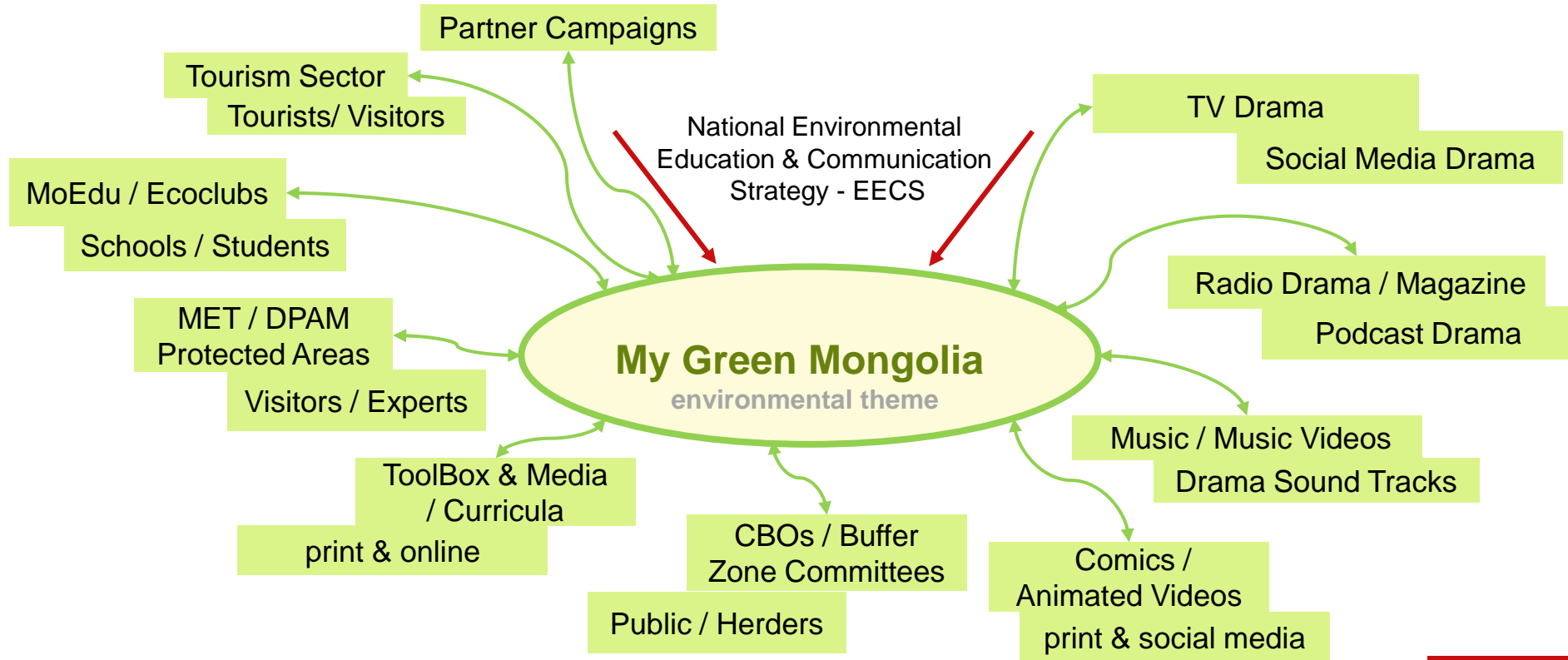
- o7 Message design
- o8 Media production and pre-testing

Stage 4 Action & Reflection

- o9 Media performances & field implementation
- o10 Process documentation and M&E

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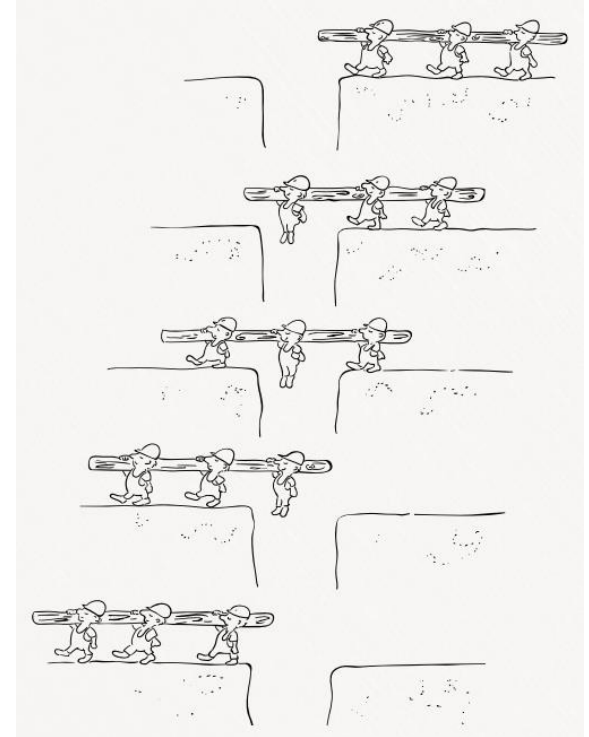
Concept – The Big Picture



Framework for a National Environmental Campaign – Who Joins in?

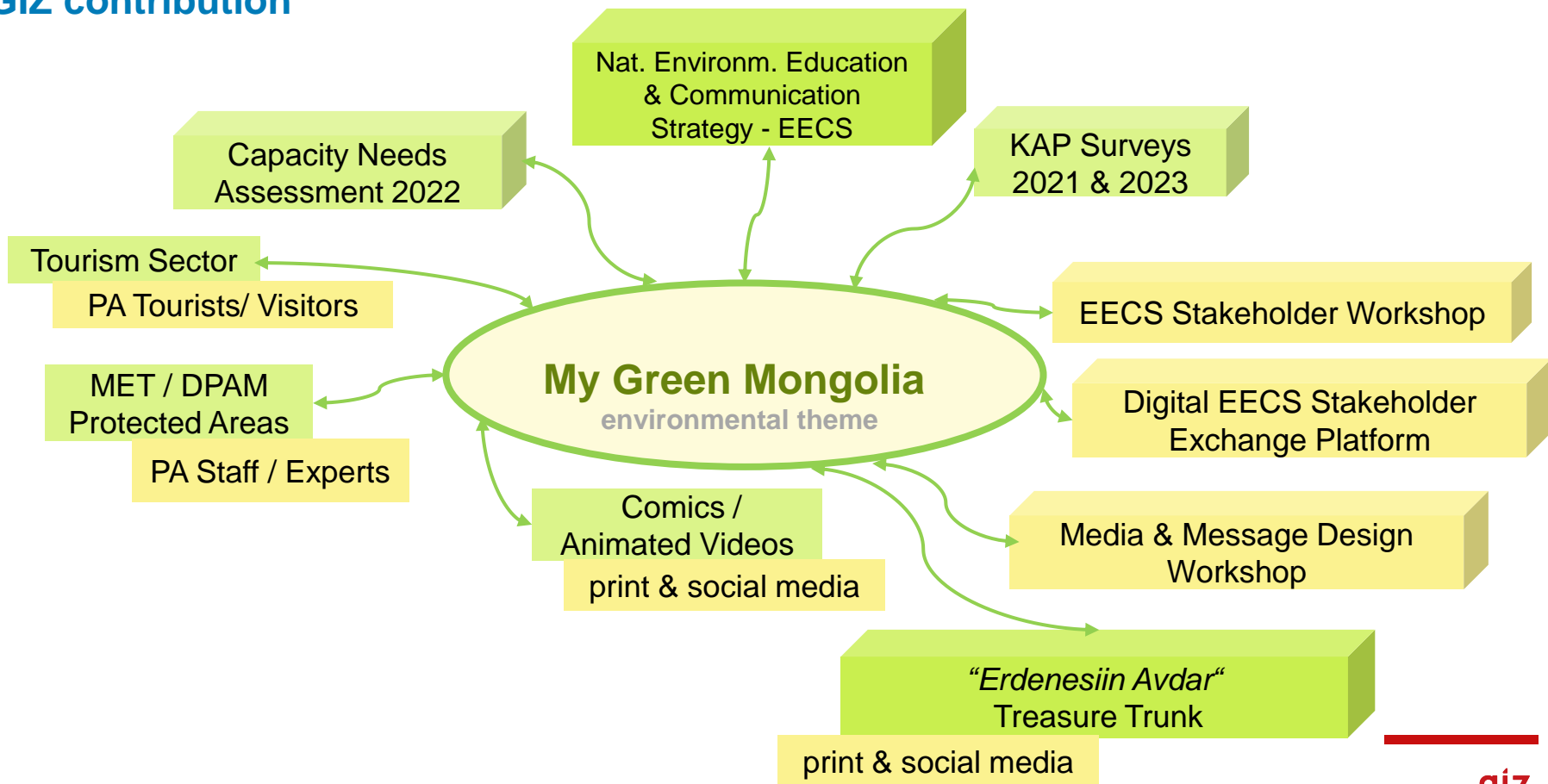
Partnership Model for more leverage

- Partners help design of National Environmental theme
- Partners help complete the Environmental Message Guide
- Partners select, fund and run discrete elements – consistent with the overall framework
- Partners can fund sections (e.g., a number of episodes of the radio drama)
- Partners set up an umbrella M&E system together
- Partners lobby for Corporate Social Responsibility funding together
- Partners tailor products according to their own needs – e.g., students have different needs than PA staff



Framework for a National Environmental Campaign – Who Joins in?

GIZ contribution



Framework for a National Environmental Campaign – Who Joins in?

Partners consultations so far



**MONGOLIAN
PROTECTED
AREAS**



**Mongol Ecology
Center**



Framework for a National Environmental Campaign – Who Joins in?

Timeline

- ✓ April 2022 – Planning and process & concept note finalized
- ✓ May 2022 – Partner consultation
- ✓ May 2022 – Green Champions Leadership Group launched by partners
- ✓ May-August 2022 – Formative research, fund raising, message guide
- ✓ August 2022 – Stakeholder workshop
- ✓ September 2022 – Design workshop
- ✓ October-December 2022 – Media production
- ✓ November 2022 – Soft launch
- ✓ December 2022 – Digital stakeholder platform
- ✓ January 2023 – Campaign launch