



**SPACES**

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

SPACES | April 2022



**giz**

Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

# Output 4 Work Packages and Activities 12/2019 – 11/2023

Work Packages	Activities/Milestones
1 – Human Capacity Development	1.1 Update of 2020 capacity needs assessment on environmental communication with staff of protected areas (PA), government & non-government institutions in Ulan Bator and Khovd
	1.2 Training of staff of national partners and PA-related stakeholders on basics, methods and tools of environmental communication & education
	1.3 Training and coaching of Ministry of Environment (MET) staff and other PA-related actors on basics of corporate design and public relations
2 – EECS	2.1 Update of Environmental Communication Strategy 2020 for the Mongolian system of protected areas, incl. target groups, fields of action and pilots
	2.2 Update of action plan based on Environmental Communication Strategy
	2.3 Set-up of a regular PA-related dialog platform for stakeholders headed by MET or other government organization
	2.4 Development of environmental communication & education products, e.g. campaigns, social media, edutainment, non-formal education, etc.

Work Packages	Activities/Milestones
3 – Pilot Measures	3.1 Development of pilot measures 1 & 2 for the Gorkhi Terelj, Khan Khentii, and Western (Khovd) PA clusters, incl. methods related to impact assessment
	3.2 Coaching the implementation of pilot measure 1 & 2 in the Gorkhi Terelj, Khan Khentii, and Western (Khovd) PA clusters
	3.3 Development of pilot measure 3 for the Gorkhi Terelj, Khan Khentii, and Western (Khovd) PA clusters, incl. methods related to impact assessment
	3.4 Coaching the implementation of pilot measure 3 in the Gorkhi Terelj, Khan Khentii, and Western (Khovd) PA clusters
	3.5 Analysis and interpretation of impact assessment through a post-KAP survey related to pilot measures implemented in 2020-2023 in the Gorkhi Terelj, Khan Khentii, and Western (Khovd) PA clusters

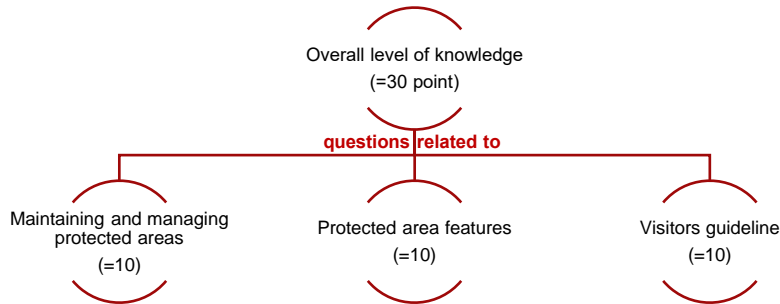
# National Environmental Education & Communication Strategy – EECS

## KAP Survey

N = 1, 463

i.e. 1,316 domestic visitors in GTNP, OVNP + KKSPA & 147 PA staff visitors in GTNP, OVNP, KKSPA + Western Cluster of PAs

## Methodology



## Capacity Needs Assessment (CNA)

### Stakeholder Groups

1-Donors & Government, 2-NGOs & Media, 3-Universities & Research, 4-PA Staff in GTNP and KKSPA, 5-PA Staff in the Western PA Cluster near Khovd

### Questions

- What are the top 3 problems you are facing in PAs, and which target groups are most relevant?
- What do you want the target groups to know, feel and do in order to solve the top 3 problems?
- Which media and messages are most appropriate to reach the most relevant target groups in relation with the top 3 problems?

# National Environmental Education & Communication Strategy – EECS

Based on results from a **KAP** survey and **CNA** among stakeholders, the **EECS** 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

### 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
- 1o Process documentation and M&E

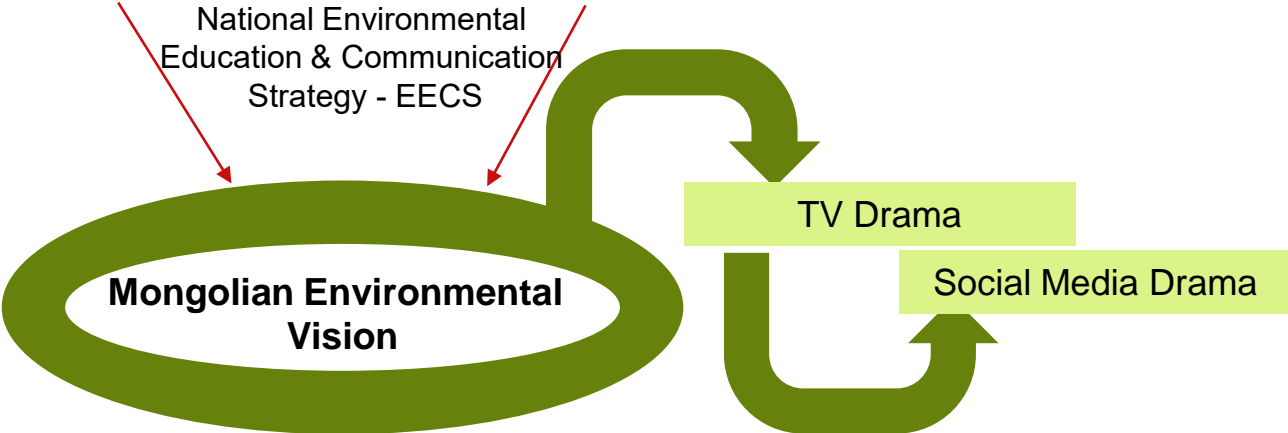
# Potential Conceptual Framework



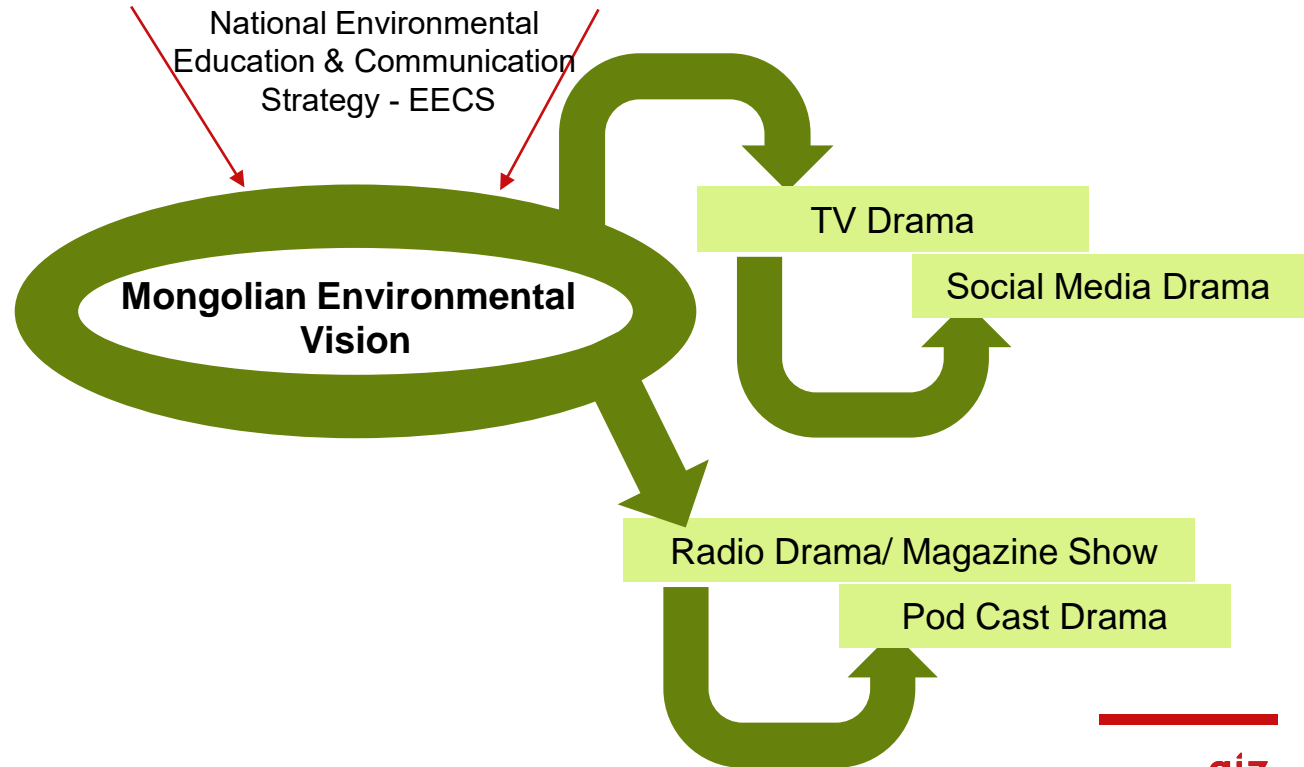
# Formative Research and Knowledge Management



# Potential Conceptual Framework

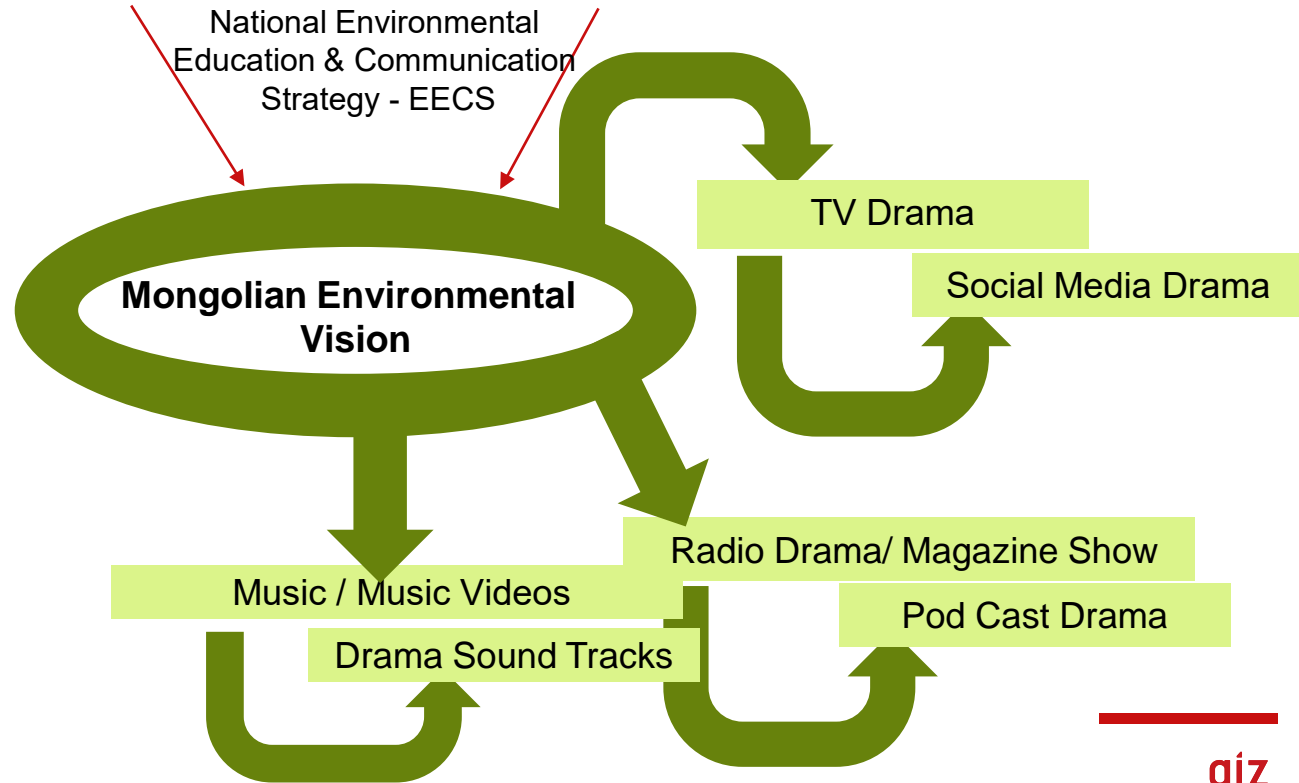


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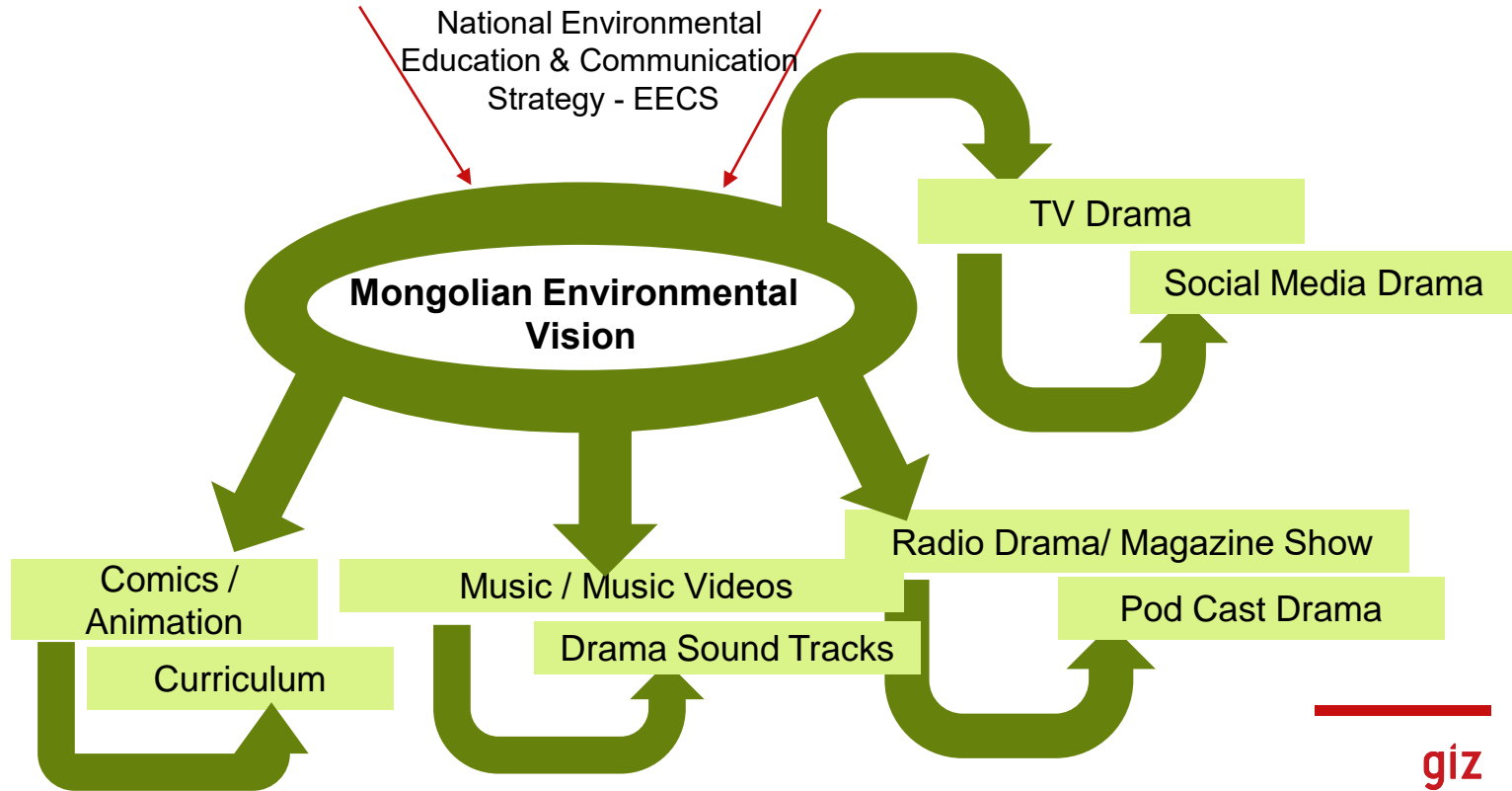




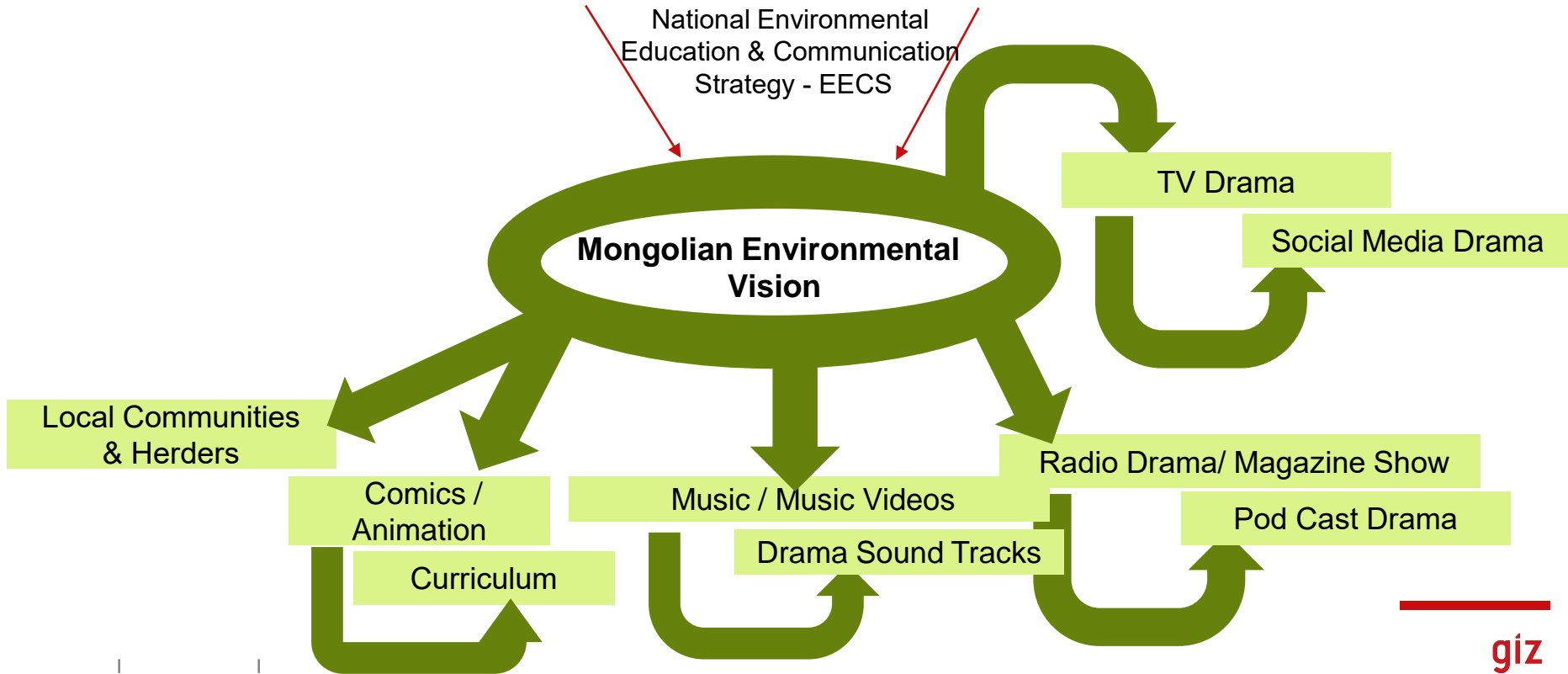
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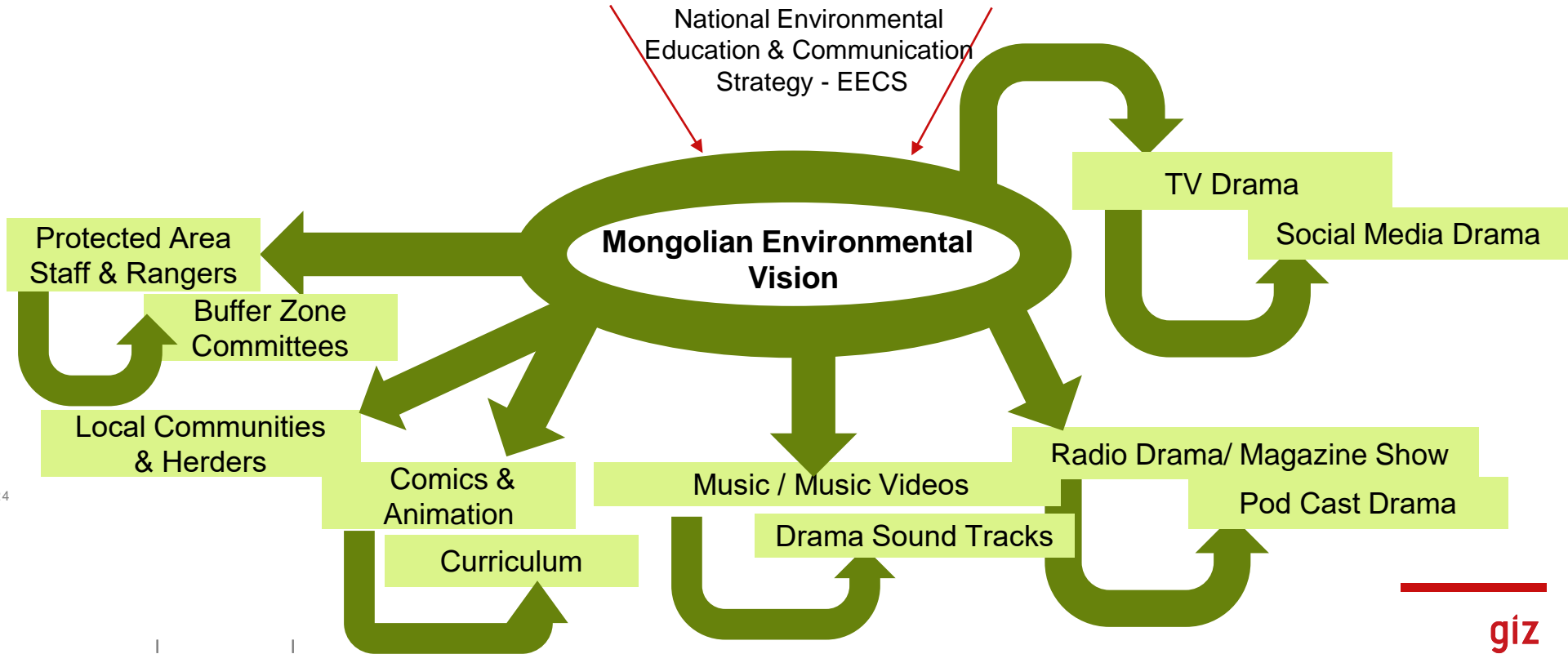
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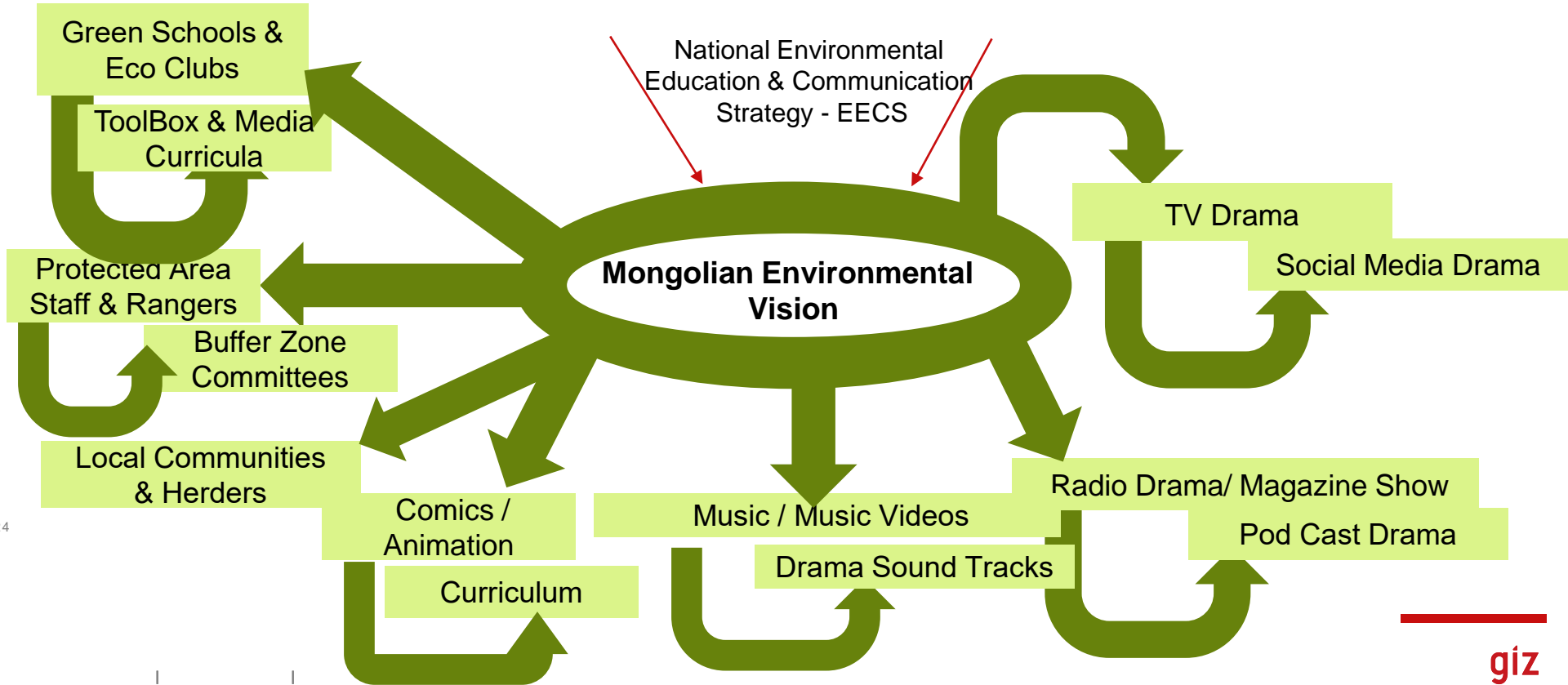
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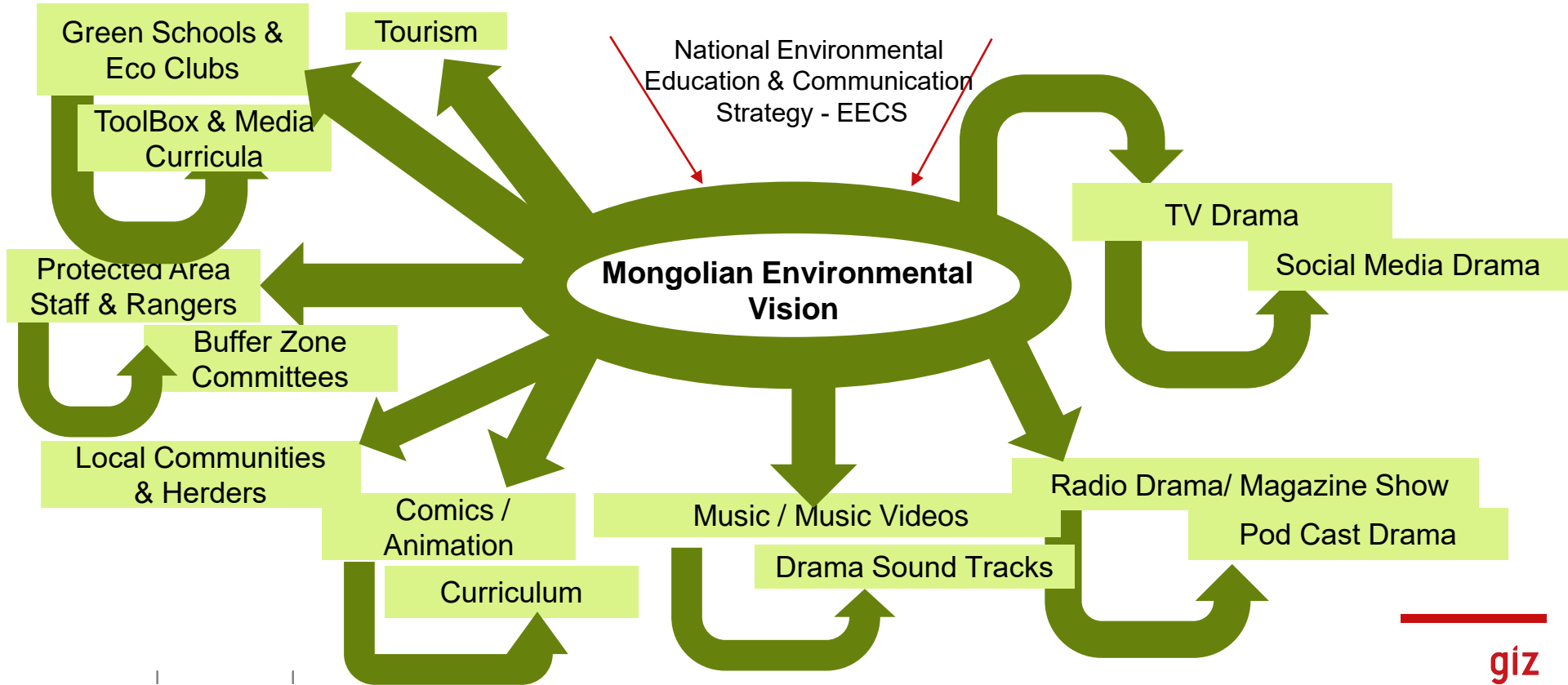
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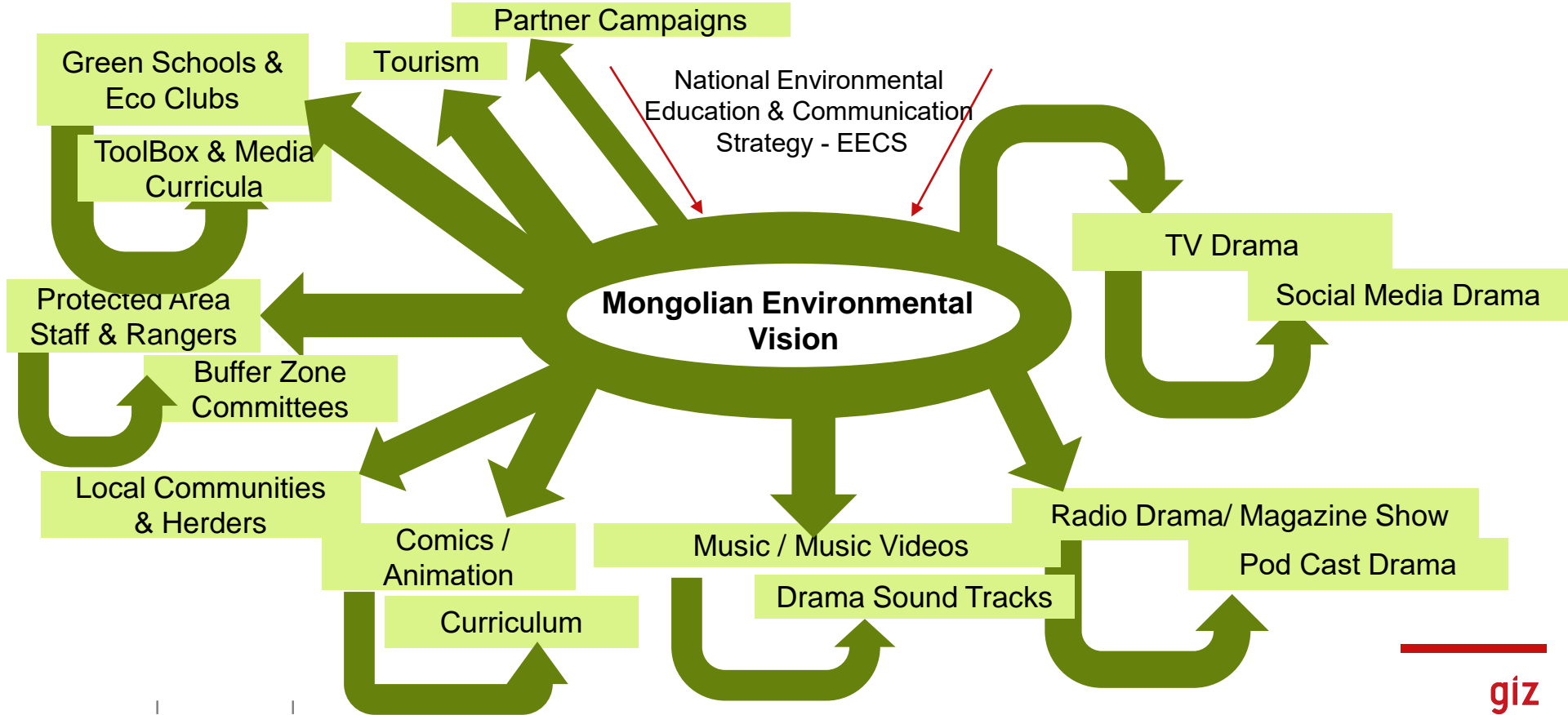
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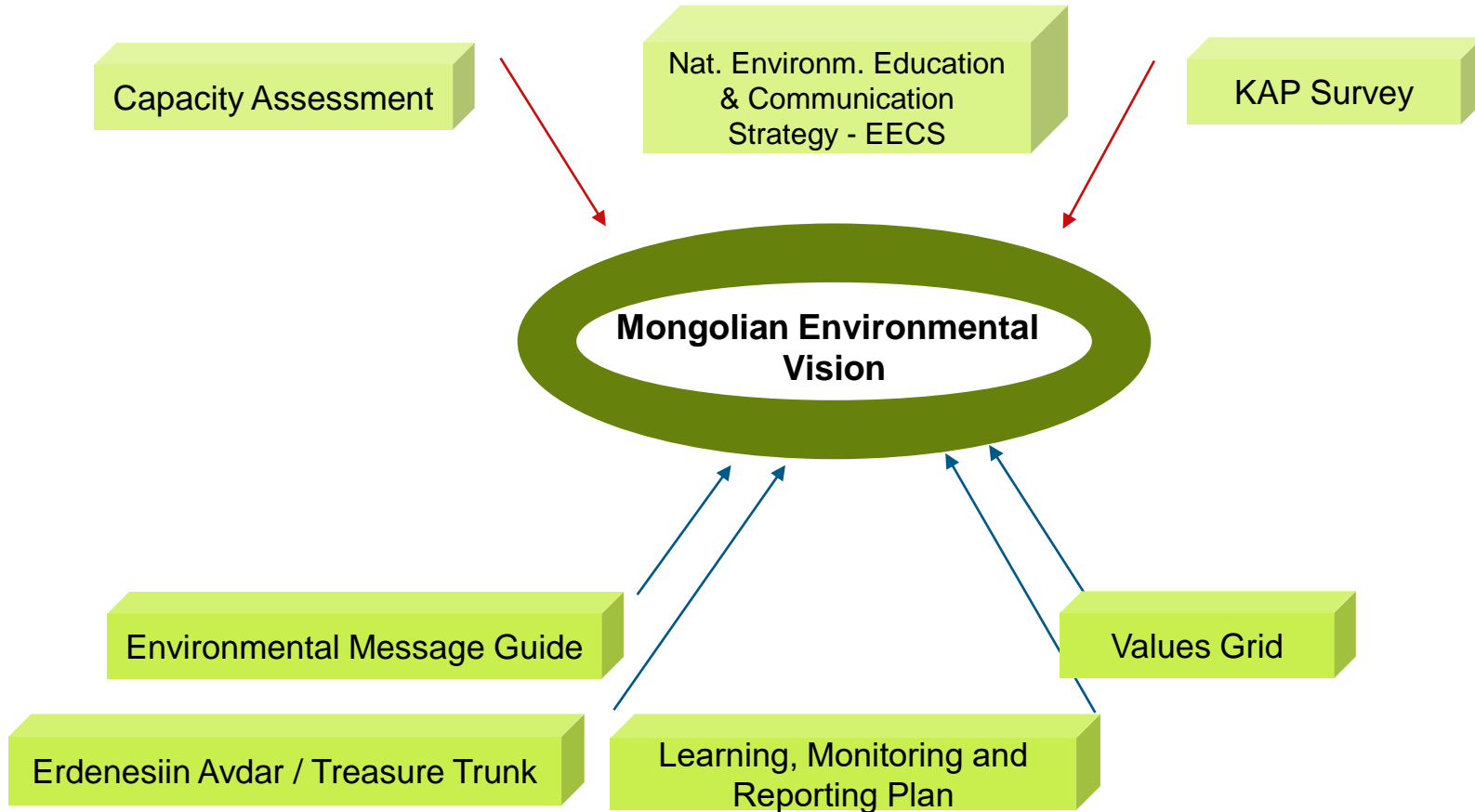


# Media Production Grid

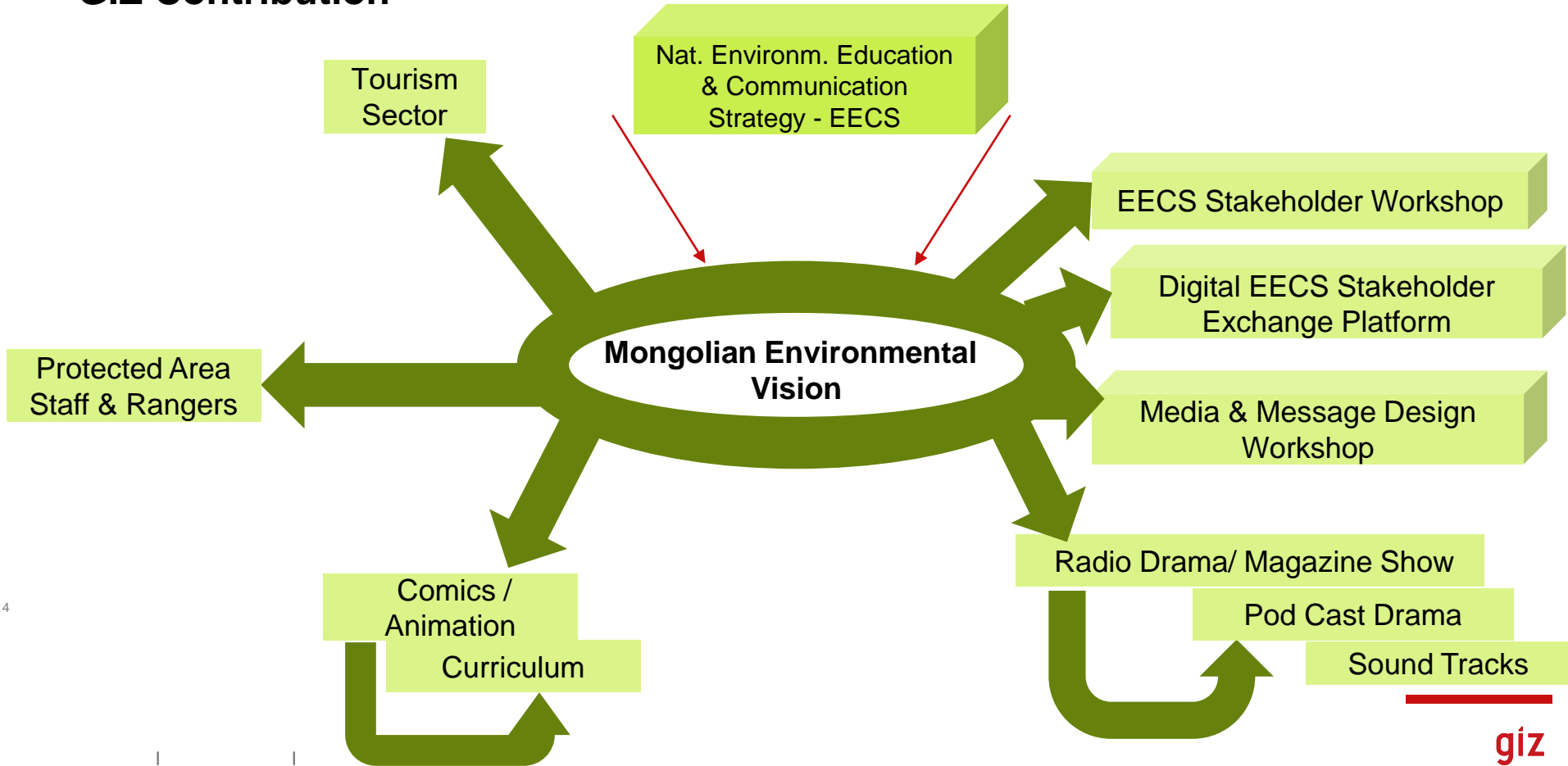
Media / Audience	TV show	Social Media show	Radio drama & Magazine	Podcast	Comics & Animation	Music, Videos and Concerts	Community Events
Local Communities and Herders							
PA staff & Buffer Zone Committee							
Green Schools & Eco Clubs							
Domestic Tourism							



# GIZ Contribution



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# Partnership Model

Partners help in design of National Environmental Vision

Partners help complete the Environmental Message Guide

Partners select, fund and run discrete elements – consistent with overall framework

Partners can fund sections (for example, a number of episodes of the radio drama)

Umbrella Learning, Monitoring and Evaluation Strategy

Excellent for Corporate Social Responsibility funding

Products will be tailored for each partner/stakeholder needs – i.e., teachers have different needs than protected areas staff

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

## Partners consultations so far



**MONGOLIAN  
PROTECTED  
AREAS**



**Mongol Ecology  
Center**



# Issues to be embedded in Campaign

Legal framework and policy implementation

Pilot activities

Environmental Education Strategy

Forestry Protection and Management

Tourism

Critical issues for Government and Other Partners (i.e., climate change)

Issues that partners fund directly (i.e., if a donor wants to fund episodes on a specific species as part of a species campaign)

# Critical Challenges to Overcome

- ✓ Funding
- ✓ Partner Collaboration
- ✓ Production capacity and cost
- ✓ Getting on right stations at low cost
- ✓ Script and production sign-off

# Timeframe

- ✓ April 2022 – Planning and Process Document Finalized
- ✓ May 2022 – Partner Consultation
- ✓ May 2022 – Green Champions Leadership Group launched
- ✓ May-August 2022 – Formative Research, fund raising, messaging documents
- ✓ August 2022 – Stakeholder Workshop
- ✓ September 2022 – media & Message Design Workshop
- ✓ October-December 2022 – Media Production
- ✓ November 2022 – Campaign Soft Launch
- ✓ December 2022 – Digital Stakeholder Platform Launch
- ✓ January 2023 – Campaign Launch

# Issues to be resolved

- ✓ Secretariat
- ✓ Governance and Decision Making
- ✓ Launch opportunities
- ✓ Alignment with 1 Billion Trees and 30x30 Campaigns
- ✓ Additional funding



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