

PHOTO REPORT
of
Training Workshop
"Environmental Campaigning in 10 Steps"



At Freshwater Center, Mongolia
February 13-15, 2023

The training on “Environmental campaigning in 10 steps” among My Green Mongolian (MGM) campaign partners has successfully conducted at Fresh Water Center (FWC) between 13 and 15 February, 2023. The total of 25 members of MGM from the Freshwater Center (FWC), Hanns Seidel Foundation (HSS), Zoological Society London (ZSL), Khan Khenti Special Protected Area (KKSPA), People-centered Conservation (PCC), Ecological Education Center, Mongolian Council of Environmental NGOs and a representative of the Mongolian Journalism Association. The training workshop was facilitated by Manfred Oepen, ACT Assist and Narangerel Yansanjav, PCC. The training was initiated/requested by FWC, implemented as part of the MGM campaign, and financed by GIZ, SPACES project.

DAY ONE (Feb 13)

After the official opening by Mrs. Budeekhuu, the FWC director, the facilitators started the training workshop with WHO, WHAT and HOW.

WHO - The participants introduced themselves one by one.

WHAT – Workshop Agenda and Learning Objectives

By the end of this workshop, participants will have

- reached a common understanding of the 10 steps of a successful media campaign,
- applied the 10 steps for planning new campaigns for their own organizations in a co-creative working group setting,
- been informed about the Mongolian Environmental Educational & Communication Strategy 2022 and the 10-Steps Guideline as frameworks for their own campaigns,
- identified access points to relevant resource materials on media campaigns in Mongolia and internationally.

Хэсэг	Өдөр 1	Өдөр 2	Өдөр 3
1 9-10:30	Нэгэлт танилцуулалт	СЭРГАЛТЫН ХӨТӨЛБӨР	СЭРГАЛТЫН ХӨТӨЛБӨР
2 11-12:30	Зорилго хөтөлбөр	ХЭСЭГ 1	ХЭСЭГ 2
3 13:30-15:00	ХЭСЭГ 3	ХЭСЭГ 4	ХЭСЭГ 5
4 15:00-17:00	ХЭСЭГ 6	ХЭСЭГ 7	ХЭСЭГ 8
	ХЭСЭГ 9	ХЭСЭГ 10	ХЭСЭГ 11
	ХЭСЭГ 12	ХЭСЭГ 13	ХЭСЭГ 14
	ХЭСЭГ 15	ХЭСЭГ 16	ХЭСЭГ 17
	ХЭСЭГ 18	ХЭСЭГ 19	ХЭСЭГ 20
	ХЭСЭГ 21	ХЭСЭГ 22	ХЭСЭГ 23
	ХЭСЭГ 24	ХЭСЭГ 25	

Зорилго
• Кампанит ажлыг явуулах 10 алхамд суралцсан б/на.
• Кампанит ажлаа төлөвлөхөд 10 алхамыг ашиглаж сурсан б/на.
• БОМСС-ны стратеги(2022) 10 алхамт удирдамжтай танилцсан б/на.
• Кампанит ажлын тапсаарх бусад материалуудтай танилцсан б/на.

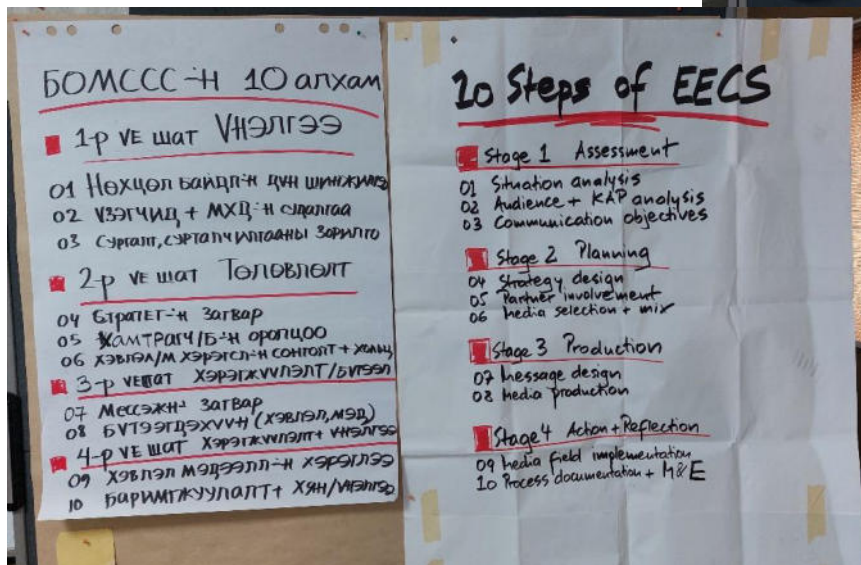
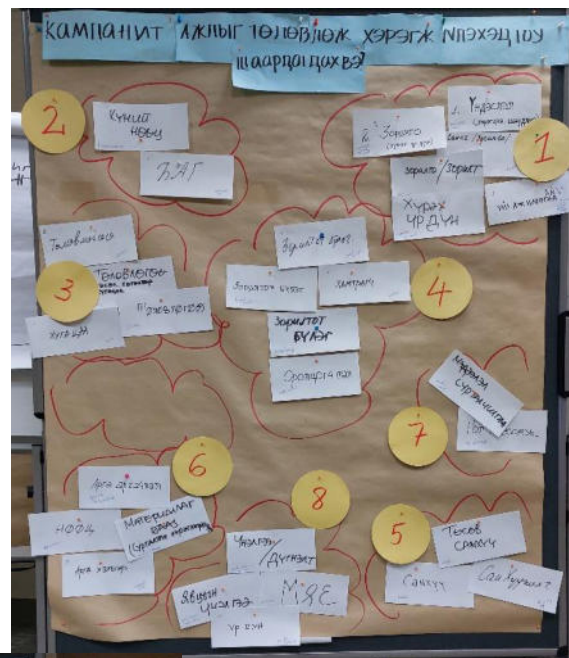


HOW – 3H and KAP

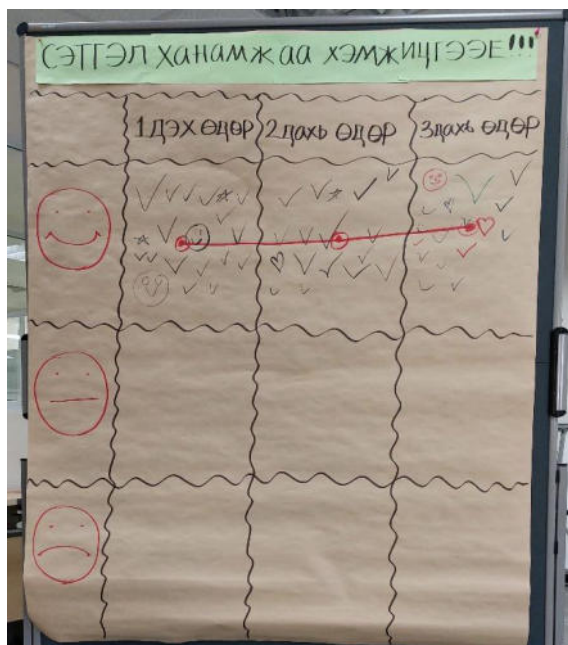
Environmental campaigns are guided by two related concepts: 3H in education and KAP in communication. 3H and KAP refer to different dimensions of learning: cognitive (Head/Knowledge), emotional (Heart/Attitudes), and practical (Hand/Practice).

Before presenting the EEC 10 Steps, the participants brainstormed on “**What elements do you need when planning and implementing a media campaign?**”. As expected by the facilitators, the list and the steps to run an EEC campaign was similar to the EEC 10 Steps developed by GIZ and used by environmental organizations worldwide.

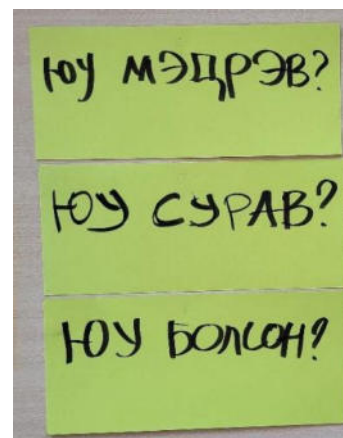
Then the trainer/facilitator Manfred, presented the EEC 10 Steps thoroughly one by one with grounded and life examples. The full version of PPT in Mon and Eng is attached to this report. The session continued after lunch and ended with questions and clarifications by the participants.



By the end of DAY 1, the feedback committee was selected to share their feelings and conclusions in the next morning.



Throughout the 3 days of the training, participants indicated their mood of the day before leaving the venue:



DAY TWO (Feb 14)

DAY 2 started with the FC reflection.

After the introduction of DAY 2 agenda, the trainer/facilitator Manfred presented a case study on an EEC campaign in Laos that had used the 10 steps of environmental campaigning. This gave the participants a clear picture and life learning experience.

After the coffee break the participants brainstormed on **“What campaign are you planning to implement?”**

The participants came up with 3 different campaigns: Waste Management, Online Rangers, Water Use. After some facilitated discussion, participants split into 3 related working groups. The WGs task was:

Step 1 Identify 3-4 priority problems and the key factors and behavior patterns that cause problems

2 дахь өдөр, 2-р Хэсэг

1-3 алхамын хүрээн дэхь ажлын хэсгийн даалгавар

1-р алхам	3-4 нэн түрүүний асуудлууд болон асуудал үүсгэдэг хүчин зүйл болон хандлагыг тодорхойлно уу
2-р алхам	Дээр тодорхойлсон 1-2 асуудлуудтай холбоотой 2-3 зорилтот бүлгийг тодорхойлно уу
3-р алхам	Нэг зорилтот бүлэгт зориулж МХД-тай холбоотой сургалт, сурталчилгааны зорилгуудыг тодорхойлно уу

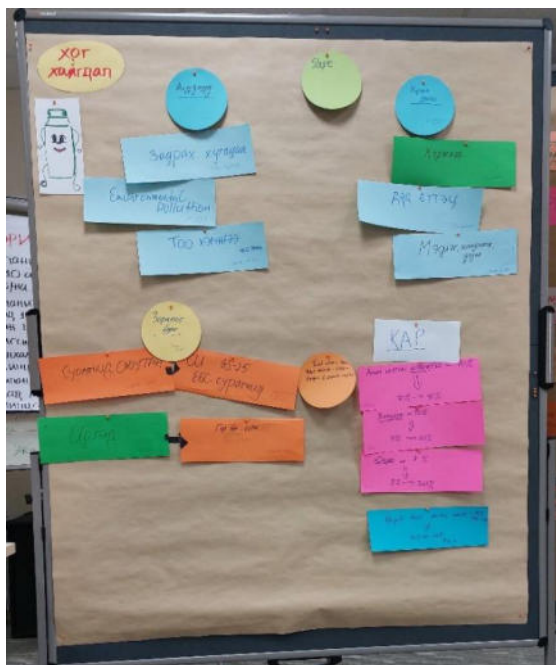
Step 2 Describe 2-3 target groups and their interests related to 1-2 of the problems you identified

Step 3 Formulate KAP-related communication objectives for one of your target group

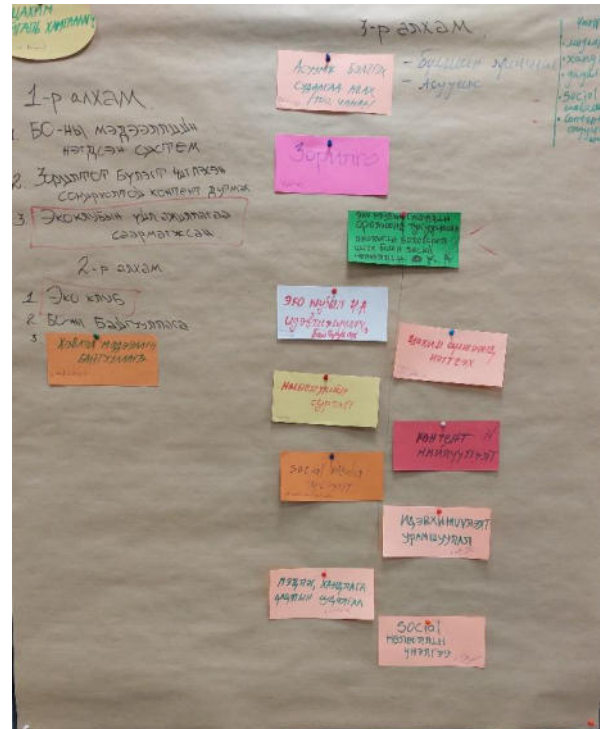
The WGs worked till late afternoon on these tasks.



After the coffee break, the WGs presented their work in plenary, after which Manfred and Nara provided thorough comments and suggestions on each WGs' work.



WG 1- Waste Management: Recycling plastic bottles through a deposit system focusing on youth and a chain of shops

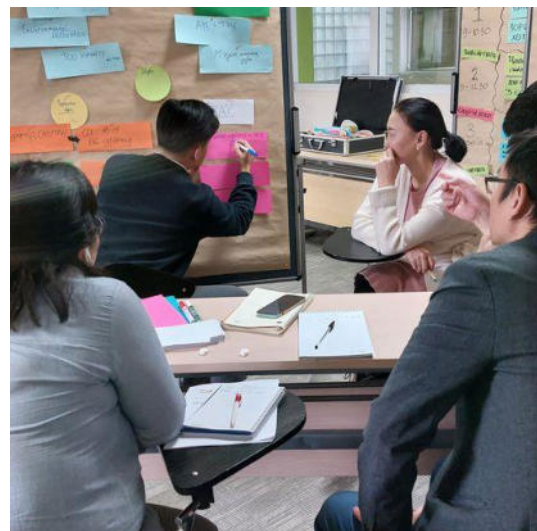
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By the end of DAY 2, the FC members were selected to share their feelings and conclusions from Day 2 in the morning of Day 3.

DAY 3 started with hearing FC members on what happened on day 2, how did they feel and what they learned.

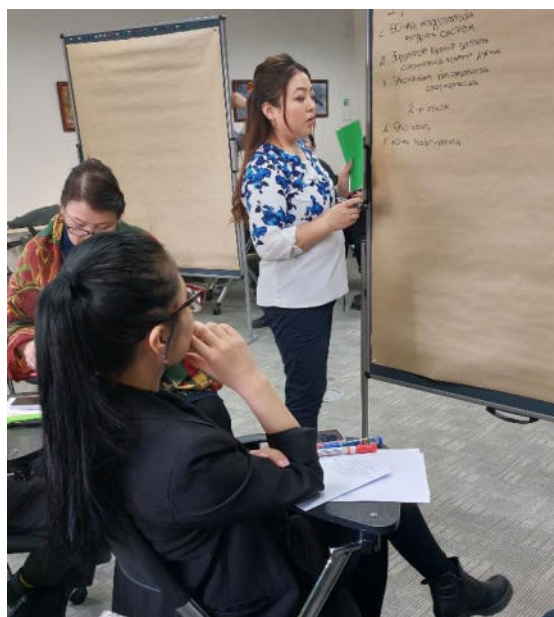
Step 4 Make a brief list the resources available for your campaign in terms of money, time, staff

Step 5 Make a brief list the partners who may join/contribute to your campaign and mention the reasons why (benefits/incentives) why they may join you.



Step 6 Select the best media mix to reach 2-3 major target groups who you identified in Step 2. Also, indicate which specific problem identified in Step 1 you intend to address with each of the media you select.

The WGs worked until after lunch and received guidance and clarifications from Manfred and Nara to fulfill their tasks.



3 дахь Өдөр, 1р Хэсэг

4-6 алхамтай холбоотой Ажлын хэсгийн даалгавар

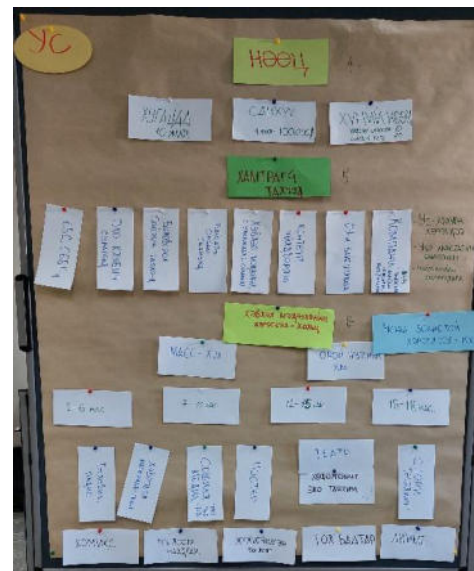
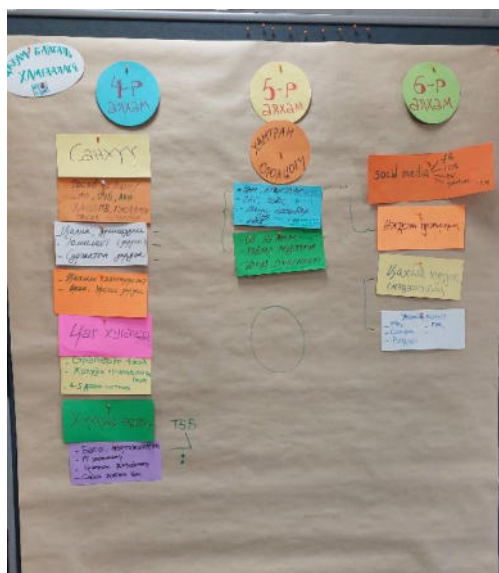
- 4-р алхам** Санхүү, цаг хугацаа, хүн хүч зэрэг кампанит ажилд шаардагдах байгаа нөөцийнхөө товч жагсаалтыг гаргана уу?
- 5-р алхам** Кампанит ажилд нэгдэх боломжтой хамтрагч талын жагсаалтаа гаргана уу? Яагаад тэд нэгдэж орох магадлалтай шалтгаануудаа тодорхойлно.
- 6-р алхам** 2-р алхам дээр тодорхойлсон 2-3 зорилтот бүлэгтээ хүрч ажиллах хамгийн сайн, оновчтой хэвлэл мэдээллийн хэрэгслүүд-хольцоо сонгоно уу. 1-р алхам дээр гарсан ямар асуудлыг хэрхэн, ямар хэвлэл мэдээллийн хэрэгсэл, бүтээгдэхүүн ашиглаж шийдвэрлэх гэж байгаагаа дурдана уу.

The results from the 3 WGs were then presented and discussed in the plenary:

Waste Management

Online Ranger

Water



At the end of DAY 3, the participants evaluated the training workshop in terms of the learning objectives, different logistical and methodological aspects and the question how much fun they had in comparison to what they learned throughout the training.

