

PHOTO REPORT

Training Workshop

"Campaigns & Theatre for My Green Mongolia"



At Freshwater Center, Ulaanbaatar/Mongolia

August 21-23, 2023

The training on "Campaigns & Theatre for My Green Mongolia" among My Green Mongolia (MGM) campaign partners was conducted at the Freshwater Center (FWC) on 21-23 August, 2023. MGM participants from FWC, Hans Zeidel Foundation (HSF), Zoological Society London (ZSL), People-centered Conservation (PCC), and the Ecological Education Center (NU-EEC) attended the event. Moreover, ten members of the STREAM-related forest sector joined the training representing local government and forest user groups (FUGs). The training workshop was facilitated by Manfred Oepen, ACT Assist and Narangerel Yansanjav, PCC. The training was initiated by FWC, implemented under the MGM campaign and financed by the GIZ SPACES project.

DAY ONE (Aug 21)

The official opening was made by Manfred Oepen on behalf of GIZ/SPACES project. The opening speech warmly invited the participants, particularly the STREAM team as they are new to the EEC series of training under MGM. Additionally, the three working groups (WGs) to be carried out through the training were proposed based on the previous experiences attending in the EEC trainings and the overall background of the participants to get best out of the training: WG 1 - FWC staff who attended both Campaign and Theatre training, WG 2 - Mixed group (HSS, ZSL and Ecological Center) who mostly attended the above trainings, an WG 3 - STREAM team, who did not attend any of those training.

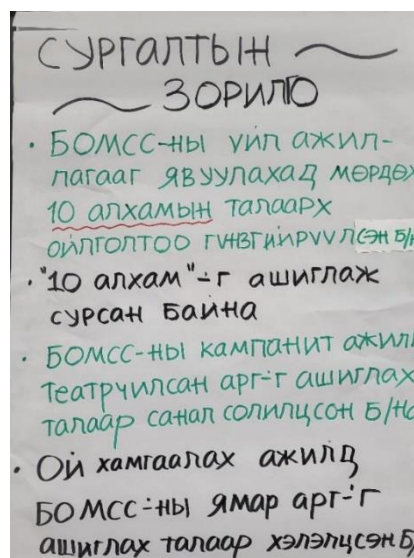
Then the facilitators started the training workshop with WHO, WHAT and HOW.

WHO – The pair wise introduction was done by the participants allowed them to get to know each other. Each pair used the following guiding questions to get to know each other and presented in plenary; *name, organization they represent, location, of he/she has participated in the previous EEC training, one task of their respected work.*

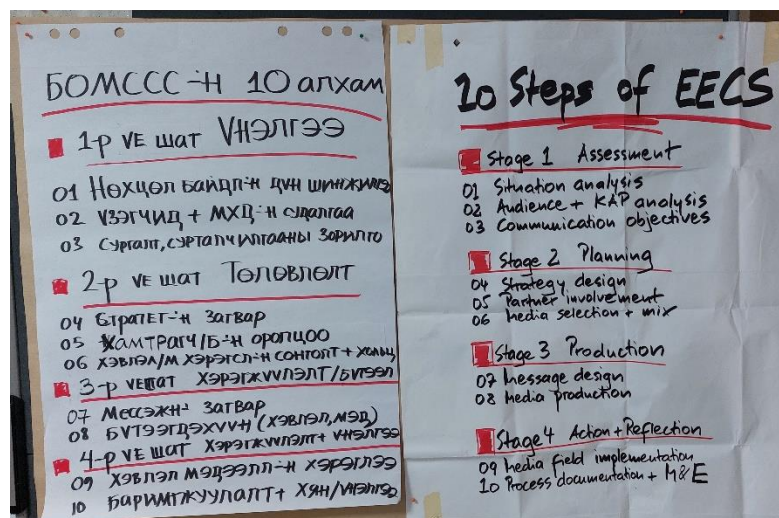
WHAT – Learning Objectives and Agenda

By the end of this workshop, participants will have

- reached a deeper understanding of the 10 steps of a successful media campaign,
- applied major elements of the 10 steps for planning campaigns of their own organizations,



With this reflection and spirit, the participants were smoothly led over to learn more about the 10 steps of EEC campaigns and public awareness activities, in general. The presentation was made by Manfred with interesting and life learning examples on how to successfully run EEC public awareness activities and campaign along with a thorough explanation of each of the 10 steps. The full PPT version in Mongolian and English is attached to this report. The session continued with questions and clarifications by the participants.

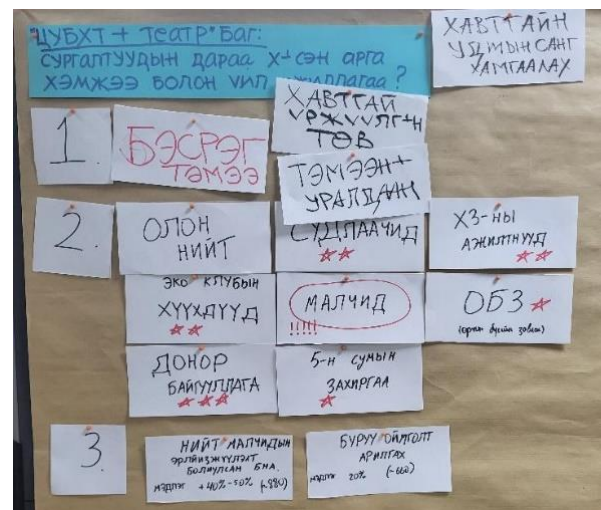
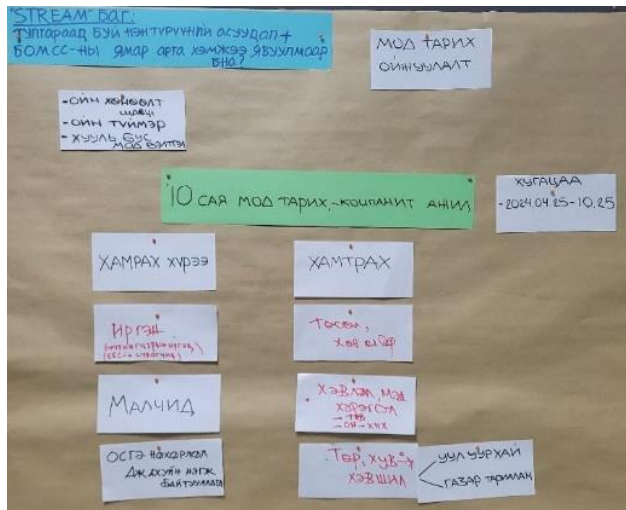


During the **last session of the DAY 1**, the WGs worked out the following tasks:

<p>1-FWC, 2-Theatre: „What awareness raising campaign and/or theatre ideas do you have as a result of the Campaign resp. Theatre trainings this year?“</p>	<p>3-STREAM: “What forest-related problems are you and the FUGs facing and what awareness raising activities would you like to develop that can help tackle those problems?“</p>
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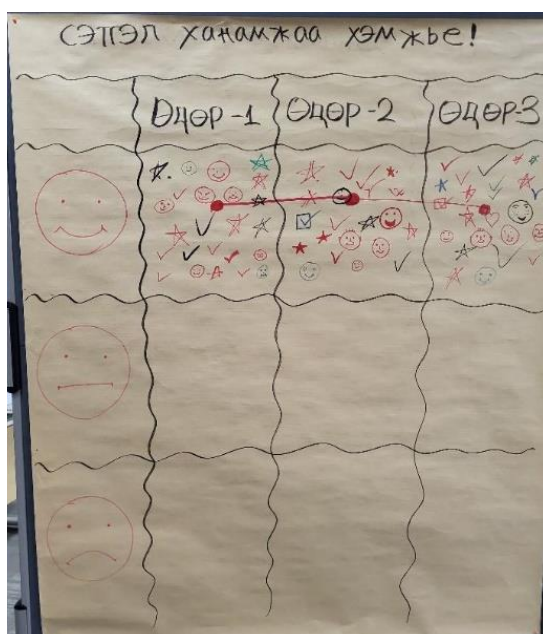
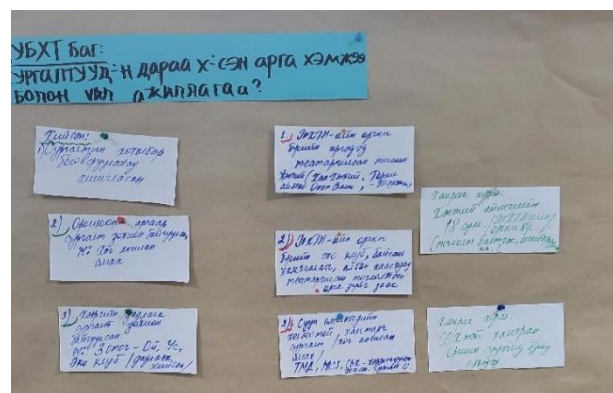


The WGs worked hard to come up with initial ideas for their plans, which were analyzed and commented on by Manfred and Nara in terms of the feasibility of these plans. This coaching was supposed to help the teams come up with more realistic plans the next day.



By the end of DAY 1, the participants were introduced to the Mood Barometer to measure their mood every day.

Throughout the 3 days of the training, the participants indicated their mood on the board before they left the venue.



DAY TWO (Aug 22)

After presenting the mood barometer and the agenda of the DAY 2, the detailed EEC campaign planning and coaching started in the there working groups. The overall task in relation with Steps 1-6 of the Communication Strategy was:

WGs 1 + 2: “How can you complement the campaign ideas from the FWC Campaign Training in February, resp. the Theatre Training in June 2023?”

WG 3: “What kind of forest-related awareness raising activities would you like to plan?”

The more detailed tasks were:

Step 1 Identify 3-4 priority problems and key factors and practices that cause problems

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

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

Step 4 List the resources available for your campaign in terms of money, time, and staff

Step 5 List the partners who may join your campaign

Step 6 Select the best media mix to reach 2-3 major target groups identified in Step 2.



The WGs worked hard on the tasks reflecting the step 1-6; identifying the key problems and key target groups, developing communication objectives, assessing the resources, choosing potential partners and media selection.

The day ended with the team building exercise “Toxic waste transport”. After the long and hard working day the participants had fun with the exercise and at the same time reflected the important elements of constructive team building such as coordination, leadership, sharing ideas, supporting each other etc.



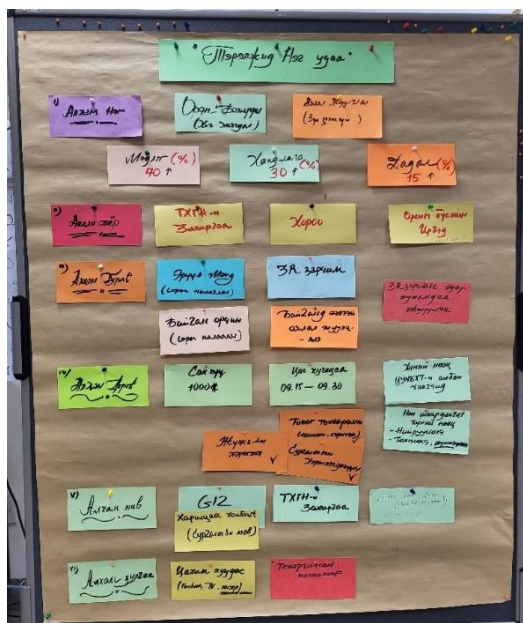
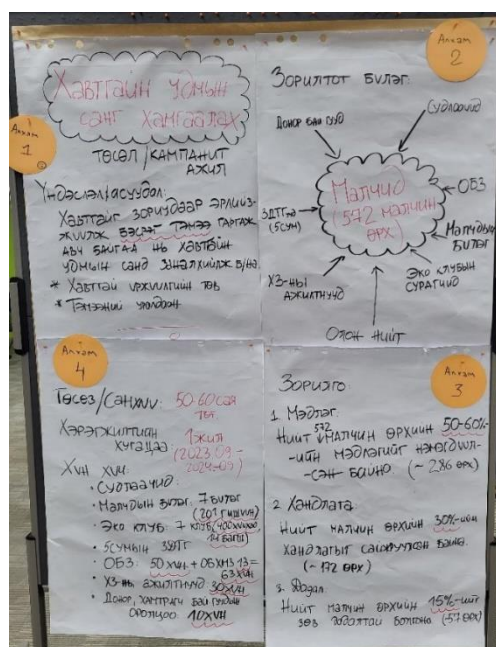
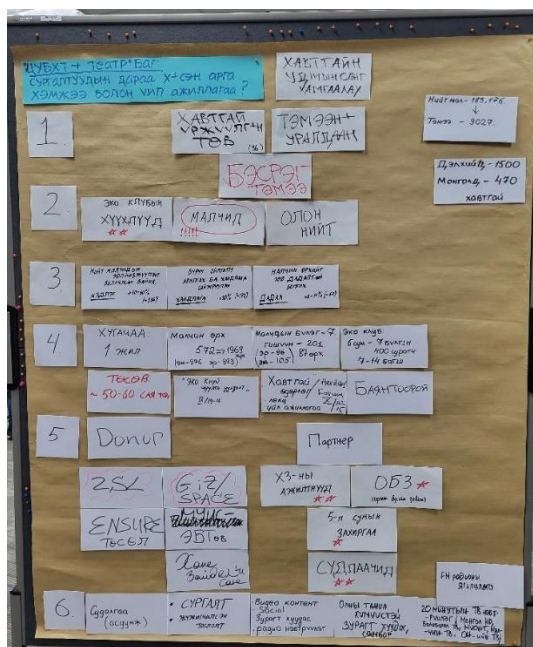
DAY THREE (Aug 23)

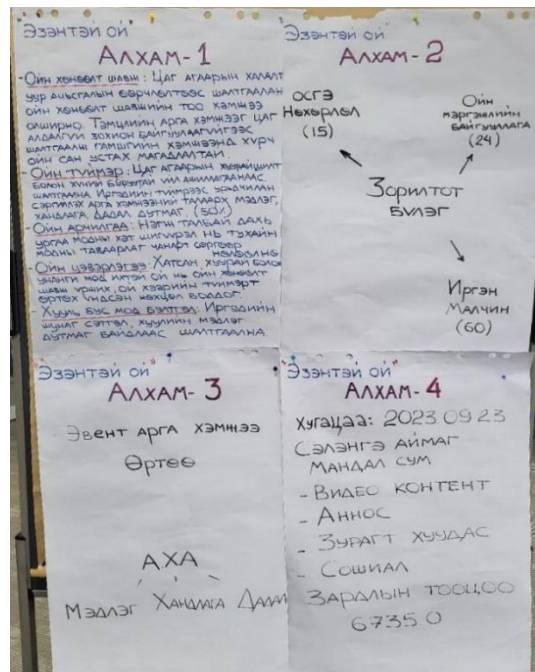
DAY 3 started with the presentation of the WGs. All the WGs came with the very concrete, realistic and most importantly timely and target group-oriented plans.

ZSL/HSS/NU-EEC – Campaign on protecting the wild Gobi camel from cross-breeding with domestic camels

FWC – Community theatre with eco-club youth on waste management in GTNP

STREAM – One-day public awareness raising event in cooperation with forest user groups on Sustainable Forest Management measure such as wildfire prevention, forest thinning, etc.





The training ended with the workshop evaluation by the participants regarding

- the achievement of workshop objectives,
- general elements of the training facilitation, and
- participants' learning effects and fun.

