

PROGRAMME MANAGEMENT

COMMUNICATION AND INFORMATION STRATEGY

The MFP management spans 6 archipelagic regions and serve various partners with scattered work areas. For that reason, effective communication and information strategy is required. Information dissemination to stakeholders need an effective strategy to further support partnership at local, regional (between CFs and local government), and national level. In return, effective feedback can be received/given as part of the stakeholder partnership development.

Initiatives from CFs in communication should be intensified so that CFs can take the role of Communication and Information Node to support the development of forest management policy in Indonesia. For this role, the needs of CFs, local and national partners should be mapped to create effective communication and information exchange.

Communication and Information strategy should be developed based on the need and interest of the Program and become an integral part of the Public Image Building component. Consequently, need assessment is required to identify the format, services, the demand for communication and information protocols in each area and links between areas. In general, the strategy is differentiated for capacity building for partners (local, regional, and national), for networks, and for supporting instruments such as database, website, and publications.

In details, communication and information strategy is divided into:

- A. **Improve the role of MFP partners** in developing and implementing the communication and information strategy to support forest management policy. This strategy can be done through:
 - a. Strengthening the capacity of partners in communication and information management;
 - b. Establishing communication and information standard protocols according to the need;
 - c. Increasing the capacity of partners from information management to knowledge management.
- B. **Strengthen Community Foundation** as Regional Node for Communication and Information, that can serve as “local voice” in communicating the situation and progress of forestry policy development processes. This strategy can be done through:
 - a. Establishing the policy and strategy for communication and information;
 - b. Establishing communication and information standard protocols according to the need;
 - c. Database and media management at CFs level;
 - d. Increasing CFs capacity from information management to knowledge management.
- C. **Strengthen communication and information exchange network** at regional and national level. This strategy has the following stages in developing its activities:
 - a. CFs as communication and information node inquired to establish network with local mass media, to allow effective communication and information dissemination without having to do the dissemination independently;
 - b. Build communication and information network through the Service Provider to facilitate local and national mass media (printed media, radio, TV and other outreach media), and other competent figures and institutions in communicating MFP and forestry policy development;

- c. Develop protocol, need assessment, communication and information program that can cover all activities in communication and information of the partners at local, regional, CFs, and national level;
- d. Develop reliable communication and information tools and system that utilizing technology optimally.

D. Policy Development for Communication and Information Strategy

In multistakeholder partnership context, MFP through Service Provider should develop policy for communication and information strategy that can accommodate interests of all stakeholders engaged in forestry. This is crucial to avoid counter productive activities that can restrain multistakeholder partnership in forestry. Some critical issues in developing this policy are:

- a. Avoid any tool, materials and communication method that discredit certain stakeholders;
- b. Develop reliable communication and information methods;
- c. Ensure all expected output can be communicated effectively and transparently.

Box 1. Some of examples of information products for MFPII programme

Communication and information Strategy of the MFP II programme is the essential aspect to inform the important output in implementation stages as part of responsibility to the public at large. It is indeed very important to have plan for communication and information related to the needs and the importance of MFP II programme Here is some example of the communication and information product that could developed :

- Policy paper or policy argument to advocate certain of policies related forestry sector. The Policy paper could develop local, regiona, and national scope of issues and theme related program support from MFP II ini dapat.
- News coverage of the MFP II partners activities collabtation efectively with various media
- Brochures from MFPII partners that coverage outcomes, performance and programme

E. Policy for Communication and Information Strategy related to Monitoring and Evaluation

Common problems occurred in M&E process is a direct impact of the communication failures. Effective communication happens if the receiver could have the same understanding as the sender toward the information or ideas delivered. Communication is a crucial aspect in community organizing. Communication is the chain that unite and connect stakeholders engaged in an activity. Therefore, for M&E purposes, communication process is targeted to:

- a. Build trust
- b. Maintain good relationship
- c. Provide information
- d. Work together to solve problems
- e. Make a clear understanding of the goal, objectives, and methods of the solutions
- f. Integral parts of the knowledge management system for institutional capacity empowerment of the MFP II

