

# **Analysis of National REDD+ Secretariat Media Awareness Activities**

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## **1. Introduction**

The National REDD+ Secretariat Communication plan emanates from the Secretariat's monitoring and evaluation framework that has been designed by a German consultant hired by MEFCC/National REDD+ Secretariat during the launch of REDD+ mission. Yet, it took three years for the REDD+ communication strategy to be designed due to unavailability of qualified professionals when invited via bid announcement. As a result, the communication activities were guided by the outputs, goals, and targets set in the M&E framework.

Among other achievements, the REDD+ communication major achievements were attained from the media awareness raising activities undertaken together with Fana Broadcasting Corporate and other print and electronic Medias.

The following media analysis discuss the “Who - Says What - In Which Channel – With What Effect?” Also tells the Where, When and the How?

## **2. Objective**

The general objective of this analysis is to make an assessment on the past four years REDD+ Media awareness activities in order to identify the strength and weaknesses of the performances of the past and come up with an input that strengthen the future endeavor.

## **3. Scope and Limitation of the analysis**

This analysis covers the REDD+ readiness mission till February, 2018. However, it does not include regions' communication activity due to unavailability of data. In the meantime, requesting data from regions and analyzing them requires more time.

Moreover, REDD+ communication has so incomplete documentation that hindered to find out all the media coverage during the REDD+ readiness mission. Most of the Media works were found from websites and from Media Corporations, which were working with MEFCC/REDD+. Furthermore, since launch of REDD+ readiness mission communication strategy took three years to get designed. As a result, planning and undertaking communication tasks used to be redundant.

## **4. Themes of the Media Awareness Raising Activities**

- Understanding REDD+ and what REDD+ does
- Understanding drivers of deforestation and forest degradation
- Understanding the challenges and the way out
- Understanding the participation of communities
- Understanding the REDD+ Goal

## 5. Analysis

### 5.1. Stage Talk Shows

#### 5.1.1. Overview

Stage Talk Show in this regard means a talk show where there is single host that moderates the talk show and two or more panelists who either convey a presentation via power point or present a paper to facilitate the floor for a discussion. Also there are 100 – 150 participants who play a part in the targeted points of discussion.

##### **5.1.1.1. MEFCC/REDD+ Scholars'/Panelists' discourses gist:**

- About 50 billion tons of carbon is emitted worldwide annually
- Because our atmosphere is suffocated with manmade greenhouse gasses, the heat that comes from the sun is not ventilated in the space but remains in the atmosphere; this causes global warming.
- Ethiopia is a country with numerous mountains which are forest potential.
- If Ethiopia could expand its forest,
  - ✓ Agriculture becomes sustainable.
  - ✓ Water technology can be practical.
  - ✓ Bio-energy can be practical.
  - ✓ Biodiversity can be conserved.
  - ✓ Forest tourism can develop.
  - ✓ Industry and urbanization can develop side by side.
  - ✓ It covers 6% of the country's GDP.
- Ethiopia has now 15.5% forest covered land.
- We are aspiring to make it 30% in short period of time. Fact is that we are losing 92 thousand hectare land forest annually and we plant only 19 thousand hectare trees annually.
- Ethiopia has forest restoration program in its highlands.
- The Ethiopian green development goes nowhere without forest development.
- There is no any sector that does not benefit from forest development. Nonetheless, because of lack of awareness, forest development has been forgotten for so long time. Currently, it is high time to come up in unison and strive for forest development.
- REDD+ is a platform that enabled the REDD+ team to talk about forest.
- Ethiopia, which used to be known as green, currently has lost its forest. Except the southwest region its water towers are all null and void.
- Eucalyptus tree can be planted and managed by Ethiopian farmers. But trees in the basins need the assistance of experts in the field.

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- Say for example we have a five hundred hectare land on a mountain. If we grow wheat on it, we may get birr in millions. However, if we plant trees we get birr in billions. All have to know the secret behind forest development.
- The major field of study that our Universities and Colleges lack is forest hydrology. Since Ethiopia is a tropical country, it has to educate its publics in this important field.
- The country should teach its citizenry about forest and the education ought to start from primary school.
- Agriculture and forest together cover the 87 carbon emissions; this shows that the forest sector needs a serious attention in order to address the problem of emissions.
- Deforestation and forest degradation has also negative impact on Ethiopia's hydroelectric dams. It lessens their targeted life span because of silt that fills the dam. This also shows the need to protect the country's forest.
- There is public mobilization for watershed protection.
- REDD+ is all about drivers of deforestation and forest degradation. In addition, enhancing forest carbon stocks for CC mitigation and these receive payments for results (20% of global emission is from forest sector).
- The Paris agreement (COP21) endorsed REDD+ / forest conservation and restoration
- In the Marrakech Global Climate Action Agenda, forest has received attention on three major events (forest action day on Nov. 8,) ministerial session on forests on Nov. 15, concluding high level event on Nov. 17. Many countries are finalizing readiness and demanding support for implementation including Ethiopia in the year 2017.
- REDD+ has four components:
  - ✓ Strategy/Action plan
  - ✓ Forest Monitoring System
  - ✓ Forest reference level
  - ✓ Safeguarding
- REDD+ has three phases:
  - ✓ Readiness
  - ✓ Implementation
  - ✓ Payment for results
- The global emission rate of forest annually is 20% of the total. The main cause is deforestation and then the next is forest degradation.
- Ethiopia is now emitting 17.6 million tons of carbon from deforestation while capturing only 5 million tons of carbon via afforestation.
- If the emission continues without mitigation, it reaches over 150 million x 2 which has negative impact in our economy as well as the climate.
- But Ethiopia has targeted to bring about change in the year 2030.
- Ethiopia is now on the verge of completing REDD+ readiness phase.

**5.1.1.2. The reasons for deforestation and forest degradation**

**A. Causes for forest degradation**

- Extraction of wood for energy (Charcoal and Firewood).
- Illegal timber; extraction of wood for timber
- Intensifying non timber products (coffee, Khat)
- Grazing that cause danger to young trees
- Livestock production (causing Grazing)
- Traditional coffee farming
- Traditional mining

**B. Causes of deforestation**

- Expansion of agriculture. (by small farming and large farming)
- Fire
- Construction of infrastructure like dam, road, (But infrastructures such as dam have positive impacts in reducing emission by providing electricity and by preventing firewood from being used)
- Mining (construction materials, coal, precious stones, gold, etc.)
- Expansion of cities

**C. Other underlined causes**

- Population increase (people demand for domicile and other factors)
- Poverty (economic factors: changing land to agriculture, selling firewood)
- Demand increase of market of productions. (Coffee, cotton, incense, etc.)
- Loan that are granted for certain investments; industry could be one
- Policy structures/ strategies of various sectors (for example expanding agriculture)
- Absence of forest ownership
- Culture (There are negative attitudes towards forest; in certain places where forest is dense, farmers are considered to be lazy for protecting the forest).
- Absence of awareness raising
- Road construction has invited investors to the densely forested rural Ethiopia to invest on agriculture by getting rid of the forest. So, development in this regard is becoming driver of deforestation.
- Society's inattention to safeguard the forest.
- Absence of forest management plan.

**5.1.1.3. Opinion, views, and comments of participants:**

- The Media awareness activity is a very important tool to REDD+ mission and should be strengthened and also be sustainable.

## ANALYSIS OF MEDIAS' AWARENESS RAISING ACTIVITIES

- Because of deforestation and forest degradation, shortage of wood products, losing biodiversity, over two billions of tones of soil is degraded yearly, soil fertility is also lessened, climate change, wild animals are migrating, lakes are drying.
- Because of low production of timber, the country is importing timber expending millions of dollars.
- If deforestation and forest degradation continues the annual hard currency flow will increase to two billion dollars just to import timber.
- Forest ought to be seen as green account on each farmer's backyard.
- The wealth of forest can create sustainable investment like hydroelectric dams.
- It prevents the outflow of hard currency and boosts the inflow.
- Our country is very close to countries where there is no forest and it has an opportunity to export timber to these countries.
- The sector is highly profitable where investors are enticed to invest on.
- Some say investing on forest takes time to get profit from, but this is far from the truth. Trees like eucalyptus, Bamboo are fast growing and are so encouraging to investors that they gain in short time.
- In order for Ethiopia to prevent the dangers that are risking forest, the awareness activities should be continuous and stretched out.
- The definition of forest ought to be clear; what is forest?
- It is said that in the past six or seven years about four to six billion seedling is planted yearly according to the plan. Say for example that the cost of single seedling is birr 3, and if 50% of the planted seedlings die, imagine how much money we are losing. So, in regard to the seedlings that are planted yearly, the ownership right has to be clear.
- The forest investment was said to have incentive, but people are not investing on forest. Therefore, I suggest if we look at the so called incentive and find out what discouraged investors.
- The land use plan study is underway and that is encouraging. However, it should be done relentlessly.
- How much percent forest cover is the target of the country? I think we have to clearly know that ahead of time. I believe our topography determines percent of the coverage.
- The biodiversity data shows that the Ethiopian forest cover in 1901 Ethiopian calendar was 40%. In 1998, it became 2.7%. Now, we are saying the forest cover is 15.5%. According to this information, the forest cover has been restored to the 1930s coverage. Is this really a true data?
- Presentations focus on rural areas. However, it should include the green development that is taking place in urban areas too.
- If we see Addis Ababa for example the biodiversity in water has vanished. As Environmentalist, I see that the problem is water. In order to address the problem, we have to focus on forest development. Forest in cities is absolutely essential.

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- Population increase should not be a reason for forest degradation. Malaysia and Korea are densely populated and there is no fear of deforestation and forest degradation. So, we have to look at our references.
- Let not the land use plan top down. Let us participate in the plan.
- The ministry of agriculture plans to increase production by removing the forest and expanding agriculture. This should not be taken as a good plan. Sectors should work together to avoid miscalculation.
- Most forest in the low land areas are bushes and shrubs. Can't we change them with alternative trees that fit the area?
- Lowlands fail to endure drought; this happens because of forest degradation. It is failing even to grow grass when it rains. Therefore, the ministry should give special attention to the lowland areas too.
- To be food secure does not mean to produce food alone, one can develop forest and secures food. The Sheka people in west Ethiopia are examples. They depend on forest for survival and live a wonderful life.
- Ethiopia does not target the car
- Destroying the forest we have and replacing it with new ones should never be the strategy; we have to keep the existing forest safe and build on that.
- Through dedication and commitment it is possible to keep Ethiopia's forest safe and be able to attain multiple benefits at a time.
- If forest has multiple benefits, why can't we address challenges that hinder forest development?
- Ethiopia has become exemplar in developing desolated areas. So, it is necessary to keep its reputation in other activities too.
- We are aspiring to expand our forest cover progressively and we have to work relentlessly to achieve our goal.
- One of the major tasks of REDD+ is conducting awareness raising programs by means of Medias like FBC and other major media corporations.
- There is lack of integration between sectors. Accordingly, it is not possible who is doing what.
- Unless the public learns how to use firewood, it is impossible to safeguard forest even if trees are planted in billions annually.
- I learned from the presentation that Ethiopia does not have land use policy. What is the problem to in producing this important policy?
- We support that investment ought to be encouraged in Ethiopia. However, the expansion of investment should not be on the expense of our forest.
- A lot has been said on papers in discussions too. But we have failed to actually protect our forest. We use to hear excuses like trees hinder planes to spray pesticide in the farm;

Tractors can't plough the land comfortably, etc. We have to stop such excuses and begin to protect our forest.

- We have to have incentive on our planning for the hard working and punishment for the destructive force.
- The idea of having private seedling propagation center is wonderful. However, it cannot be realistic because of the current situation. The thing is the farmer cannot benefit selling the seedling with less than a birr. Yet, the government is selling with 25 cents. So, how can we encourage the private seedling propagation center while blocking the market?
- It was said that there is scarce in species that endure drought, but we actually have species known as "Casuarina" that we never used while having great advantage to produce charcoal from.
- Institutes that carry out constructions such as road in rural areas ought to plan early before removing forest in order to facilitate ways to restore the removed trees.
- The Ethiopian Airlines is getting a great deal of income from tourism which is related to forest. Accordingly, because it is generating income indirectly from the forest, it has to play a part in the activities of forest development.
- Responsibilities in regard to forest safeguarding ought to be shouldered by individuals, families, communities, etc.
- REDD+ is an opportunity that encourages us to work relentlessly, otherwise green development is our own interest that keeps going constantly.

The presentation made in all stage talk shows focused on very important issues and the panelists explained the themes so thoroughly and clearly that participants were very much thankful for the detailed descriptions. Besides, the participation in the discussions was very deep and important lessons were attained in the course of the discussion.

#### **5.1.1.4. Conclusion**

The stage talk shows that took place in the four major cities were concluded successfully. In the meantime the topics discussed and the lessons learned in the stage talk shows as presented above were translated from Amharic to six other major local languages and got transmitted via 12 FM radio channels countrywide.

## **5.2. Live Radio Talk Shows**

### **5.2.1. Overview**

Live Radio talk show in this regard means a radio talk show where there is one radio journalist/host/interviewer from the media corporate plus one or more interviewees from the client. Meanwhile, there are audiences who during the live radio talk show jump in and ask questions; express opinion, and comments.

**5.2.1.1. Topics of discussions**

- Green economy strategy and REDD+ program in Ethiopia.
- Natural Reforestation effort evaluation
- Tree planting and challenges and achievements
- How can Ethiopia carryout successful reforestation?
- The need for increasing forest cover

The live radio talk show was planned to take place six times. However, it took place five times and the fifth talk show was repeated lastly. It was repeated in response to REDD+ Request.

**5.2.1.2. Some of the questions, opinions, and comments of the audiences**

**Table I**

No.	Name of audience	Sex	Questions, Opinions, and Comments	Where from	K. M. & Direction from A.A.
<b>First Live Talk Show</b>					
1	Dagne getachew	M	<i>Forest Development needs serious focus</i>	Addis Ababa	Addis Ababa
2	Tamiru Chekol	M	<i>I encourage you to continue updating us</i>	Debrebirhan	130k.m. North
3	Hamza Mohamed	M	<i>Your talk show has enabled us to understand that forest is life</i>	Dessie	400 k.m. North
4	Yetinayet Asefa	F	<i>What do you mean by REDD +?</i>	Arsi	175k.m. South
5	Hanan Mekonin	F	<i>Why don't we restore all the degraded areas?</i>	Wolayta	385k.m. South
6	Tenagne Zewdu	F	<i>The discussion is useful if it continues</i>	Debre Tabor	750k.m North
7	Getenesh Gizaw	F	<i>The topics that are being discussed and the experts' views are very much encouraging</i>	Bekoji	225k.m. South
8	Abebe Temtim	M	<i>Which countries have advanced in green economy?</i>	Debre Markos	300k.m. North
9	Alemayehu Debebe	M	<i>Is Agriculture part of green economy?</i>	Addis Ababa	Addis Ababa
10	Yeneante Fantahun	F	<i>Forest development should not be a certain time campaign. It has to be done regularly.</i>	Mareko	200k.m. South

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11	Urgesa Yadesa		<i>We know forest brings us water but we are also cutting it for our survival.</i>	Adama	100 k.m. East
12	Debela Hundesa	M	<i>There must be law that enables us to protect our forest.</i>	Sebeta	25 k.m. West
13	Taye Mekasha	M	<i>Most of forest areas are now degraded. Why don't we restore it?</i>	Asela	175 k.m. South
14	Tagese Gelaw	M	<i>I am learning a lot from the discussion. Please keep teaching us.</i>	Sebeta	25 k.m. West
<b>Second Live Talk Show</b>					
No.	Name of audience	Sex	Questions, Opinions, and Comments	Where from	K. M. & Direction from A.A.
15	Tolesa Bacha	M	<i>Forest prevents soil from being degraded. Therefore, it is necessary to give serious attention on the matter.</i>	Sendafa	40k.m. North East
16	Temam Yimer	M	<i>Planting is not final activity. We have to keep offering protection.</i>	Kotebe	Addis Ababa
17	Gebremariam Agide	M	<i>Let us join hands to expand our forest</i>	Alemgena	20k.m West
18	Efrem Endale	M	<i>This talk show ought to continue.</i>	Dejen	230k.m. North
19	Hana Temtim	F	<i>We have now understood that forest means everything.</i>	Addis Ababa	Addis Ababa
20	Helen Legese	F	<i>We have now understood that forest means everything.</i>	Dessie	400 k.m. North
21	Beyan Gelaw	M	<i>This is not occasional activity. We have to keep working.</i>	Desie	400 k.m. North
22	Eden Hagos	F	<i>I think Deforestation is higher than Reforestation. We have to reverse it.</i>	Mekele	780k.m. North
23	Getachew Amanuel	M	<i>What has been lectured by the experts so far was very educative</i>	Debrezeit	47 k.m. East
24	Eleni Gebrehiyot	F	<i>What measures have been taken so far to protect the forest in Ethiopia?</i>	Addis Ababa	Addis Ababa
25	Tewabech Degu	F	<i>How long does it take to restore the forest of our country?</i>	Debreworkos	300k.m North

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26	Martha Sebsibe	F	<i>It is necessary to restore the degraded areas</i>	Addis Ababa	Addis Ababa
<b>Third Live Talk Show</b>					
<b>No.</b>	<b>Name of audience</b>	<b>Sex</b>	<b>Questions, Opinions, and Comments</b>	<b>Where from</b>	<b>K. M. &amp; Direction from A.A.</b>
27	Nebiyat	F	<i>We have learned a lot from the talk show</i>	Addis Ababa	Addis Ababa
28	Chalachew	M	<i>Unless we give the necessary care to those that are already planted, there is no use to continue planting trees.</i>	Bahirdar	550k.m. North
29	Yirgu Degu	M	<i>It is very encouraging to see the government focusing on forest development</i>	Shashemene	250k.m. South
30	Tiblets Halefom	F	<i>It is very educative session, keep it up</i>	Hawasa	270k.m. South
31	Ziya Ahimed	F	<i>It is very educative session, keep it up</i>	Jimma	350k.m. West
32	Yetinayet Gorfu	F	<i>It is important if there is permanent council that follows up the forest development issue</i>	Mizan	575k.m. West
33	Hundie Gurmesa	M	<i>The benefit people get from forest is a lot. But I don't think many people know the benefits.</i>	Gonder	700k.m. North
34	Chala Gulima	M	<i>It is better to discuss more on the solution rather than the challenges.</i>	Wello	400 k.m. North
35	Hamza Adem	M	<i>Eucalyptus tree is helping for many people's livelihood. We have to focus on planting it.</i>	Weldeya	520k.m. North
36	Daniel Habte	M	<i>I don't think Eucalyptus is better than the other trees. Tell us more about trees.</i>	Addis Ababa	Addis Ababa
<b>Fourth Live Talk Show</b>					
<b>No.</b>	<b>Name of audience</b>	<b>Sex</b>	<b>Questions, Opinions, and Comments</b>	<b>Where from</b>	<b>K. M. &amp; Direction from A.A.</b>
37	Aklilu Lema	M	<i>Medias ought to work hard to strengthen forest development.</i>	Diredawa	525k.m. East
38	Tekabe Addis	M	<i>Forest must first have its own demarcated area before expanding reforestation.</i>	Shire	1200k.m. North

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39	Kerima Hasen	M	<i>It is time to translate the talk practically</i>	Kemise	330k.m. North
40	Muzemil Kemal	M	<i>Deforestation has to be mitigated first.</i>	Finote Selam	390k.m. North
41	Efrata Tekle	F	<i>Planting and protecting must not be seen separately</i>	Hagere Mariam	350k.m. South
42	Anteneh Gari	M	<i>Please share us other countries best practices</i>	Chiro	320k.m. East
43	Yewibdar Anteneh	F	<i>Community role is very high. Therefore, the sector ought to work first with the rural communities.</i>	Addis Ababa	Addis Ababa
44	Abebaw Tegene	M	<i>The General public must take part in the effort of tree planting.</i>	Bahirdar	550k.m. North
45	Fasil Gebeyaw	M	<i>It is not the right time to talk about successful reforestation when we have uncontrolled deforestation. ‘</i>	Gonder	700k.m. North
46	Ashenafi Yilma	M	<i>Expanding forest must be the main agenda of our government</i>	Addis Ababa	Addis Ababa
47	Tamagn Zelalem	M	<i>We must work hard restore our forest to its previous status</i>	Harar	500k.m. East
<b>Fifth Live Talk Show</b>					
<b>No.</b>	<b>Name of audience</b>	<b>Sex</b>	<b>Questions, Opinions, and Comments</b>	<b>Where from</b>	<b>K. M. &amp; Direction from A.A.</b>
48	Lemlem	F	<i>Forest development has to come first</i>	Masha	700k.m. West
49	Teshale Gelaw	M	<i>Analysis of the experts has increased our knowledge towards forest development</i>	Hagere Mariam	350k.m. South
50	Bitew Lema	M	<i>There must be political commitment to expand forest.</i>	Wolkite	200k.m. West
51	Eniyew Alemu	M	<i>Forest dependent people must first get alternative means for their survival</i>	Kobo	570k.m. North
52	Gutema Lemesa	M	<i>We are happy with the discussion so far</i>	Illubabor	600k.m. West
53	Martha Getahun	F	<i>Each and every one of us has responsibility to plant trees</i>	Bahirdar	550k.m. North
54	Tewabe Gebre	M	<i>The citizenry should learn the benefit from forest in order to cooperate with the objective</i>	Diredawa	525k.m. East

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55	Enatenesh Yihun	F	<i>Unless there is land use law, increasing forest is impossible</i>	Chelenko	460k.m. East
56	Yenealem Gizaw	F	<i>Law is very good, but law alone can't help unless there is strong leadership that enforces the law.</i>	Mota	368k.m. North
57	Mimi Beyene	F	<i>The participation of women should be encouraged in order to be successful.</i>	Addis Ababa	Addis Ababa
58	Tekle Gelaye	M	<i>Community ought to be organized and own the forest</i>	Arbaminch	505k.m. South
59	Sara Birhane	F	<i>How about urban trees? Are they part of forest?</i>	Addis Ababa	Addis Ababa
60	Gidey Berihe	M	<i>We have to protect our forest for it is home to the wild life.</i>	Addis Ababa	Addis Ababa

The above stated questions, opinions, views, and comments show that the audiences in the first place like the message being transmitted. Meanwhile, it shows that the audiences are aware of what REDD+ is and what its mission is all about.

### **5.2.1.3. Conclusion**

The live radio talk show did not go as planned due to different reasons some of which is unavailability of interviewees, field works, and being engaged in other tasks. Nonetheless, the participation was very encouraging and REDD+ and its activities are very well introduced.

### **5.3. Media Question and Answer Contest**

The Media Question and Answer contest according the information collected from senior REDD+ team has taken place at Ethiopian Television. However, there is no available document to analyze at the moment. Meanwhile, requesting the video from EBC could cause a delay on this paper submission.

#### 5.4. Spots /Public Service Announcements

Public Service Announcements were broadcasted via Fana Broadcasting Corporate Radio transmission. The PSA used to be broadcasted 5 days in a week for one year. The messages transmitted are as follows:

##### Spot I

- Forest keeps the balance of climate
- Increases production and producing capacity
- Increases water wealth
- Expands irrigation capabilities
- Prevents infrastructures from running water and from silt and enables them to increase their service year
- It plays great role by serving as a home to valued wildlife and serving as tourist attraction
- It helps to bring about healthy and productive citizen by reducing the CO<sub>2</sub> accumulated in the atmosphere
- It serves as food for Bees and Animals
- It serves as a source for honey, beef, milk, and medicine
- It serves as raw material for house and office furniture as well as construction
- In general forest is our life, economy, and it is everything
- Planting seedling alone is not enough. Therefore, those seedlings which we planted in winter ought to get watered continuously and get appropriate care.
- By caring for seedlings we ought to make them trees
- By caring for forest, let us reduce CO<sub>2</sub> emissions
- Forest for sustainable development!
- Ministry of Environment, Forest, and Climate Change REDD+ project

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##### Spot II

- Climate Change has become a bone of contention today. Climate change is occurring because of underutilization of green power and deforestation
- Sustainable forest development is one of the major ways to address the problem
- Forest development protects our country from frequent occurrence of drought
- The Ethiopian green development plays great role by strengthening water power and ensuring: clean drinking water, hydro power, irrigation development, increased agriculture development and by paving the way towards sustainable development
- It protects the hydroelectric dams from being filled with silt
- Forest development plays a great role to human livelihood improvement by supporting the economy of every sector
- Ministry of Environment, Forest, and Climate Change REDD+ project

## 5.5. Other Medias' Coverage

Other Medias in this paper are Medias that did not sign agreement with MEFCC/REDD+ but used to cover REDD+ readiness accomplishments so far.

Although most of the coverage is not recorded or documented, some were found from websites. This part of the Media coverage is not the National REDD+ Secretariat planned activity. However, it is an activity that took place in cooperation with various print and electronic Medias who showed interest in reporting REDD+ Ethiopia's activities. The Medias broadcasted REDD+ accomplishments by requesting the NRS to use their Media.

The following topics were the main focus:

### A. Print Media

- Restoring 20 million hectare forest in the coming 20 years.
- The benefit of expanding and restoring forest. "Chilimo" the case in point.
- Forest protection saves 12,000 hectare, results in 5.5 million m.t. carbon stock
- Ethiopian government to boost World Bank funded awareness raising projects
- Conserving forest key to generate income
- WB finances pilot project

### B. Electronic Media

- REDD+ Program in Ethiopia
- The World Bank (WB) funded REDD+ program is helping increase forest conservation and sustainable management of forests and enhancing forest carbon stocks.
- REDD+ for green and sustainable economy development in Ethiopia
- Ethiopia secures finance to cut carbon emissions from deforestation
- Nation to Restore Over 20 Million Ha Forest Landscape
- REDD+ and Carbon Markets: The Ethiopian Process
- The benefit of forest to the Global Climate

The lessons conveyed through these Medias were so useful to audiences that share what REDD+ readiness mission accomplished so far. The coverage further aspect is demonstrated in table II and sources are also attributed.

## ANALYSIS OF MEDIAS' AWARENESS RAISING ACTIVITIES

Table II

REDD+ MEDIA COVERAGE										
No.	Name of Media Agency	Name of Journalist/Host	Topic of discussion or Expressed issues (Plus Link)	Name of Guest	Type of Media	Medium	Area coverage	Method of Comm.	Length	Date
1	Ethiopian Herald	Genet Fekade	Restoring 20 million hectare forest in the coming 20 years. Available on the Internet at: <a href="http://allafrica.com/stories/201801150668.html">http://allafrica.com/stories/201801150668.html</a>	Dr. Yitebitu Moges	Print	English	Nationwide	Interview	1hr	Oct. 15, 2016
2	Forest News	Kate Evans	REDD+ Program in Ethiopia Available on the Internet at: <a href="https://forestsnews.cifor.org/tag/yitebitu-moges-abebe/">https://forestsnews.cifor.org/tag/yitebitu-moges-abebe/</a>	Dr. Yitebitu	Blog	English	Worldwide	News	1hr	Nov. 24, 2015
3	Walta		The World Bank (WB) funded REDD+ program is helping increase forest conservation and sustainable management of forests and enhancing forest carbon stocks. Available on the Internet at: <a href="https://www.waltainfo.com/news/national/detail?cid=25961">https://www.waltainfo.com/news/national/detail?cid=25961</a>	Dr. Yitebitu Moges	Electronic	Amharic	Nationwide	Interview	1hr	Nov.25 2016
5	REUTERS	Elias G.silasse	The benefit of expanding and restoring forest. "Chilimo" the case in point. Available on the Internet at: <a href="https://www.reuters.com/article/us-ethiopia-forest-population/drought-hit-ethiopia-moves-to-protect-its-dwindling-forests-idUSKBN19P19O">https://www.reuters.com/article/us-ethiopia-forest-population/drought-hit-ethiopia-moves-to-protect-its-dwindling-forests-idUSKBN19P19O</a>	Dr. Yitebitu Moges, Degu W. Giorgis (community leader)	Print	English	Nationwide	Interview in office and the field	1hr	July 4, 2017
7	The Reporter (Ethiopia)	Birhanu Fekade	Forest protection saves 12,000 hectare, results in 5.5 million mt carbon stock available on the Internet at: <a href="https://www.thereporterethiopia.com/article/forest-protection-saves-12000ha-results-55-mln-mt-carbon-stock">https://www.thereporterethiopia.com/article/forest-protection-saves-12000ha-results-55-mln-mt-carbon-stock</a>	Dr. Mulugeta Limenih Dr. Yitebitu	Print	English	Nationwide	Interview	1hr	Oct. 21, 2017

## ANALYSIS OF MEDIAS' AWARENESS RAISING ACTIVITIES

No.	Name of Media Agency	Name of Journalist/Host	Topic of discussion or Expressed issues (Plus Link)	Name of Guest	Type of Media	Medium	Area coverage	Method of Comm.	Length	Date
8	Ethiopian Forestry society	Ethiopian Forestry society	REDD+ for green and sustainable economy development in Ethiopia. Available on the Internet at: <a href="https://www.facebook.com/permalink.php?story_fbid=1210410579043751&amp;id=191042764313876">https://www.facebook.com/permalink.php?story_fbid=1210410579043751&amp;id=191042764313876</a>	-Ato Tesfaye Gonfa -Dr. Yitebitu -Mr. Stephen Danyo	Facebook	English	Worldwide	Speech	½ hr	Jan. 2, 2017
9	News Business Ethiopia	Andualem Sisay	Ethiopia secures finance to cut carbon emissions from deforestation Available on the Internet at: <a href="https://newbusinessethiopia.com/ethiopia-secures-finance-to-cut-carbon-emissions-from-deforestation/">https://newbusinessethiopia.com/ethiopia-secures-finance-to-cut-carbon-emissions-from-deforestation/</a>	Dr. Yitebitu	Website	English	Worldwide	Interview	1hr	May 9, 2017
10	All Africa	Genet Fekade	Nation to Restore Over 20 Mln Ha Forest Landscape; Available on the Internet at: <a href="http://allafrica.com/stories/201801150668.html">http://allafrica.com/stories/201801150668.html</a>	Dr. Yitebitu	Wbsite	English	Worldwide	Interview	1hr	Jan. 15 2018
11	Reporter	Birhanu Fekade	WB finances pilot project	Dr. Yitebitu	Print	Amharic	Nationwide	Interview	1hr	May 13, 2017
12	Springer Link	----	REDD+ and Carbon Markets: The Ethiopian Process; available on the Internet at: <a href="https://link.springer.com/chapter/10.1007/978-3-319-28250-3_8">https://link.springer.com/chapter/10.1007/978-3-319-28250-3_8</a>	Prof. Julian Gonzalo Dr. Yitebitu Dr. Solomon Zewdie Ato Eyob Tenkir	Wbsite	English	Worldwide	Research	--	April 4, 2017

## ANALYSIS OF MEDIAS' AWARENESS RAISING ACTIVITIES

No.	Name of Media Agency	Name of Journalist/Host	Topic of discussion or Expressed issues (Plus Link)	Name of Guest	Type of Media	Medium	Area coverage	Method of Comm.	Length	Date
13	PAMACC	Isaiah Esipisu	Ethiopian government to boost World Bank funded awareness raising projects ; Available on the Internet at: <a href="http://pamacc.org/index.php/k2-listing/item/756-ethiopian-government-to-boost-world-bank-funded-redd-awareness-projects">http://pamacc.org/index.php/k2-listing/item/756-ethiopian-government-to-boost-world-bank-funded-redd-awareness-projects</a>	Dr. Yitebitu	print	English	Nationwide	Interview	1hr	Jan. 26, 2018
14	Ethiopian Herald	Abebe W.giorgis	Conserving forest key to generate income. Available on the Internet at: <a href="http://ethpress.gov.et/herald/index.php/technology/item/6300-conserving-forest-key-to-generate-income">http://ethpress.gov.et/herald/index.php/technology/item/6300-conserving-forest-key-to-generate-income</a>	Dr. Yitebitu	Print	English	Nationwide	Interview	1hr	Feb. 18, 2018
15	FBC: Television	----	Fast track project for green economy. Available on: <a href="http://www.fanabc.com/english/index.php/news/item/1154-fast-track-project-for-green-economy">http://www.fanabc.com/english/index.php/news/item/1154-fast-track-project-for-green-economy</a>	Dr. Yitebitu	Website	English	Worldwide	News	1hr	Feb. 21, 2018
16	FBC Radio		Green economy strategy and REDD+ program in Ethiopia.	Dr. Yitebitu			Nationwide		1hr Twice	
17	FBC Radio		Natural Reforestation effort evaluation	Dr. Yitebitu	Electronic	Amharic	Nationwide	Dialog	1hr Twice	Sep. 2, 2017
18	FBC Radio		Tree planting and challenges and achievements	Dr. Yitebitu Ato Eyob	Electronic	Amharic	Nationwide		1hr Twice	Oct. 8, 2017
19	FBC Radio		How can Ethiopia carryout successful reforestation?	H.E, Ato Kebede Dr. Yitebitu			Nationwide		1hr Twice	Sep. 29, 2017
20	FBC Radio		The need for increasing forest cover.	Dr. Yitebitu Dr. Teshome			Nationwide		1hr Twice	Nov. 26, 2017

## ANALYSIS OF MEDIAS' AWARENESS RAISING ACTIVITIES

No.	Name of Media Agency	Name of Journalist/Host	Topic of discussion or Expressed issues (Plus Link)	Name of Guest	Type of Media	Medium	Area coverage	Method of Comm.	Length	Date
21	FBC	Eyouel	The benefit of forest development for CRGE	Dr. Yitebitu Moges, Dr. Tadese as Panelist and 105 participants	Stage talk show	Amharic	Nationwide	Discussion at Addis Ababa	Half day	Nov. 24, 2017
22	FBC	Yimer	The benefit of forest development for CRGE	Dr. Yitebitu, Ato Getachew Engidayehu as panelists and 90 participants	Stage talk show	Amharic	Nationwide	Discussion at Bahirdar	Half day	Mar. 30, 2017
23	FBC	Masresha	The benefit of forest development for CRGE	Dr. Yitebitu Moges as panelist and 100 participants	Stage talk show	Amharic	Nationwide	Discussion at Mekele	Half day	April 24, 2017
24	FBC	Eyouel	The benefit of forest development for CRGE	Dr. Yitebitu Moges, Dr. Mesle Negash as panelists and 97 participants	Stage talk show	Amharic	Nationwide	Discussion at Awasa	Half day	Nov. 24, 2017
25	ENN Television	Bekalu Alamirew	The benefit of forest to the Global Climate. Available on the Internet at: <a href="https://www.youtube.com/watch?v=UXs14JlAtvo">https://www.youtube.com/watch?v=UXs14JlAtvo</a>	Dr. Yitebitu	Electronic	Amharic	Nationwide	Dialog	1hr	Jan. 31, 2018

1



Other Medias



Assigned Medias

## 6. Envisaged Problems

The following are envisaged problems that need to be considered very seriously:

- A. Inattention towards preparing appropriate messages to target audiences ahead of time.
- B. Negligence in language use. Especially, frequent use of jargons while sending messages to the general public.
- C. Lack of focus on the major topic of discussion and misusing airtime.
- D. Contacting Medias and arranging interviews or press conferences, which is the task that should be carried out by communication. This helps to prevent problem of documentation.
- E. Not delegating communication division to assume full responsibility on the mass media awareness raising tasks i.e. from planning all the way through implementation.
- F. Limiting the responsibility of communication division to business as usual while the profession demands a lot of innovative activities that are important for the success of REDD+ mission.
- G. Lack of variety of radio and television talk shows or programs interviewees while there are lots of scholars who could partake and make the Media awareness raising mission excellent.

Although there are lots of points which can be mentioned in regard to upgrading the performance of communication division for the success of Media awareness-raising mission, for now, the aforesaid points are satisfactory to addressing the aforesaid problems positively and responsibly.

## 7. Recommendations and Conclusion

### 7.1. Recommendations

The major role of such analysis is to make an assessment of the past performances and get lessons that help to improve the future performances. Accordingly, based on the analysis the following recommendations are listed with a hope to get the attention of the National REDD+ Secretariat:

- 7.1.1. It has been explained earlier that the documentation system of REDD+ is incomplete and needs improvement. On the one hand training on documentation could be useful. On the other hand activities that need to be documented ought to be clear and stated in plans.
- 7.1.2. One of the Media awareness continuous activities is posting all coverage on REDD+ website. However, the website management is so far poor that REDD+ Secretariat needs to consider addressing the problem. This issue must be seen just as a matter of REDD+ and nothing else and needs to get immediate attention.
- 7.1.3. The Media awareness raising activity is so far limited to live talk show, stage talk show and public service announcements. However, these ways of communication reaches only to those who are interested in them. Yet, REDD+ intention is to reach the general public and this can be done when innovative approaches are included based on the public interest. Therefore, it is important for REDD+ Secretariat to consider including new approaches in the future Media awareness raising activities.
- 7.1.4. The Media awareness raising activities in particular public service announcements ought to be broadcasted via Televisions of religious institutions who currently have over 50 million spectators.

### 7.2. Conclusion

The great deal of REDD+ budget is spent on Media awareness raising undertakings. This is done with the intention to bring about change on peoples' attitude towards Ethiopian forest resources. Meanwhile, the governments CRGE strategy too embraces the REDD+ mission as its part and parcel. Therefore, the media awareness raising effort ought to show progress by creating a society that is engaged and dedicated in the effort REDD+ is making to protect forest.

Thus, it is important to appreciate innovative approaches and support every idea that is constructive and beneficial to REDD+ mission. What is more, it is important to consider the recommendations uttered in this analysis as part of the constructive ideas that attempt to bring about tangible change in the advancement awareness raising activity and in meeting REDD+ objectives.

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