



NATIONAL ENVIRONMENTAL COMMUNICATION STRATEGY

2022 - 2026

**MINISTRY OF THE ENVIRONMENT
(MoENV.)**

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EXECUTIVE SUMMARY

Rapid environmental change is all around us. Cluster Seven of the Government of Sierra Leone's new Medium-term National Development Plan (MTNDP) 2019–2023 notes that since the end of the civil war, Sierra Leone has faced monumental challenges in its development aspirations relating to the economy, human resource capacity, the environment, health care, and social and cultural development. The combination of these factors has placed the country in a state of fragility. The document adds that the environmental sector is challenged by weak legislation and an inadequate legal framework; limited funding and investment; weak capacity of regulatory institutions; insufficient data and information on the environment; weak coordination among line MDAs; weak enforcement; traditional practices; and people's limited knowledge about the environment, biodiversity, and conservation. All over the world environmental protection has undoubtedly become a common understanding and development strategy of all countries of the world. In Sierra Leone, the Ministry of the Environment was established for the first time, as a standalone Ministry, by President Dr. Julius Maada Bio in November, 2019. Prior to its establishment as a standalone Ministry, the Environment Department was a Division in the Ministry of Lands, Housing and Country Planning.

In Sierra Leone, environmental issues, such as deforestation (including unregulated and illegal logging), waste management (particularly improper disposal of plastics), land degradation, mining and lack of adequate environmental awareness, are serious challenges in the country. The environment faces several problems, and many of these seem to be worsening with time, bringing us into a time of a true environmental crisis. It is therefore becoming increasingly important to raise awareness of the existence of these issues, as well as what can be done to reduce their negative impact. With support from the UNDP, the National Environmental Communication Strategy was developed after a review of relevant literature, and conduct of stakeholders' workshops, interviews, focus group discussions and message development, writing and review of the strategy. 'Stakeholder participation' and 'gender sensitivity' were considered throughout the process.

This is to help the Ministry with, one of the programmes, which is "Awareness Raising and Visibility." The Communication Strategy is to help with the visibility of on the work of the Ministry and its agencies and increase public education and awareness on environmental issues. The Strategy is specifically expected to serve as a management and programme tool for the execution of public awareness campaigns and other information sharing mechanisms of the Ministry and its partners. It provides a roadmap through which the Ministry will effectively communicate with various audiences while also allowing for feedback. It is expected to strengthen the Ministry's communication arm, was developed using a participatory approach.

ACKNOWLEDGEMENTS

The Ministry of the Environment acknowledges the financial support from the UNDP for the development of the communications strategy.

The Ministry also appreciates support, collaboration and cooperation from the Agencies it is supervising in carrying out its mandates.

All the Ministries, Departments and Agencies (MDAs) the consultant and team obtained information are greatly appreciated. To the participants in the stakeholder engagements across the country, the Ministry acknowledges your valuable inputs and national perspectives on environmental issues.

The Ministry is grateful to all their partners and individuals who made contributions to the successfully completion of the communications strategy.

The Ministry commends the communication consultant, Dr. Francis Sowa, Lecturer at the Mass Communication Department, Fourah Bay College, University of Sierra Leone for the development and production of the communication strategy..

LIST OF ABBREVIATIONS AND ACRONYMS

Acronym/ Abbreviation	Meaning
EPA	Environment Protection Agency
EWRC	Electricity Water Regulatory Commission
IEC	Information Education & Communication
IMC	Independent Media Commission
MAF	Ministry of Agriculture and Forestry
MDA	Ministry, Department and Agency
MIC	Ministry of Information and Communications
MFMR	Ministry of Fisheries and Marine Resources
MLHCP	Ministry of Lands, Housing and Country Planning
MLGRD	Ministry of Local Government and Rural Development
MMMR	Ministry of Mines and Mineral Resources
MOD	Ministry of Defence
MoENV	Ministry of Environment

MoWR	Ministry of Water Resources
NCPC	National Council of Paramount Chiefs
NGO	Non-Governmental Organisation
NMA	National Minerals Agency
NPAA	National Protected Area Authority
ONS	Office of National Security
SALWACO	Sierra Leone Water Company
SDG	Sustainable Development Goals
SLAJ	Sierra Leone Association of Journalists
SL MET	Sierra Leone Meteorological Agency
SLMA	Sierra Leone Maritime Administration
SLP	Sierra Leone Police
SWOT	Strengths, Weaknesses, Opportunities and Threats
UN	United Nations
UNDP	United Nations Development Programme

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1. INTRODUCTION, BACKGROUND AND PURPOSE OF THE STRATEGY

1.1. Introduction

The Ministry of the Environment was established for the first time, as a standalone Ministry, by President of the Republic of Sierra Leone, Dr. Julius Maada Bio in November, 2019. Prior to its establishment as a standalone Ministry, the Environment Department was a Division in the Ministry of Lands, Housing and Country Planning. The Environment Division was established in November, 1996 in the Ministry of Transport and Communication. Few months after its establishment, it was transferred to the Ministry of Agriculture and Forestry. In 1999, it was transferred again from the Ministry of Agriculture and Forestry to the Ministry of Lands, Housing and Country Planning, where it was upgraded to a Department. The Environment Department was part of the Lands Ministry until November, 2019 when the President decided to establish a standalone Ministry to handle environmental issues.

The Ministry of the Environment, as per the Sierra Leone Gazette (Extraordinary) No. 24, Volume CXLXI of Friday, 24th April, 2020 is mandated to formulate and facilitate the implementation of appropriate policies and programmes for sustainable management of the Environment. Among its specific functions is to lead on the development and supervision of the legal and policy framework for building national environmental resilience, as it relates to climate change, natural resources management, including forestry and wetlands conservation.

The Mission Statement of the Ministry is “To manage the environment in a sustainable manner, by formulating and facilitating implementation of appropriate policies and programmes for the management and preservation of the Environment in Sierra Leone.” The vision is to “To achieve a green economy status by 2030. A Ministry dedicated to ensuring all sectors of Sierra Leone value and undertake sound environmental management and prudent use of natural resources, based on good environmental governance in order to contribute to the national aspirations for poverty alleviation and sustainable development in Sierra Leone.”

The Ministry supervises government agencies/departments addressing different environmental issues. They are Environmental Protection Agency, Nuclear Safety and Radiation Protection Authority, Sierra Leone Meteorological Agency, National Protected Area Authority and Conservation Trust Fund, Forestry Division (hitherto under the Ministry of Agriculture and Food Security);

The programmes and projects of the Ministry are designed to achieve the targets/deliverables in Cluster 7 of the Medium Term National Development Plan (MTNDP) and Sustainable Development Goal 13 (SDG 13) dealing with ‘climate action.’

The communication strategy, which is expected to strengthen the Ministry’s communication arm, was developed using a participatory approach. This includes review of relevant literature, stakeholders’ engagements, interviews and development, writing, development and production of the communication strategy.

1.2 Background to the development of the Ministry’s Communication Strategy

The development of the communication strategy was informed by participatory approaches utilising series of stages, processes and procedures. They include a desk study incorporating the review of the literature on the Environment, Key Informant Interviews (KIIs) and regional consultations were done. The inception meeting was held on the 13th and 15th November, 2021 at the Ministry's office, Fourth Floor, Ministry of Works Professional Building, New England Ville, Freetown. The conclusions of those meeting were that environmental education is one of the most important areas to be addressed; if people have environmental education, it would go a long way in helping the Ministry in its work. Stakeholders engagements were organised in Makeni for the Northern Region; Port Loko for the North-West Region; Kenema for the Eastern Region and Bo for the Southern Region from the 22nd to the 26th November, 2021. This communications strategy seeks to help the Ministry to achieve its mandates.

1.3 Rationale of the communication strategy

The environment faces several problems, and many of these seem to be worsening with time, bringing us into a time of a true environmental crisis. It is therefore becoming increasingly important to raise awareness of the existence of these issues, as well as what can be done to reduce their negative impact.

One of the programmes of the Ministry is "Awareness Raising and Visibility." The Communication Strategy is to help with the visibility of on the work of the Ministry and its agencies and increase public education and awareness on environmental issues.

The Communications Strategy is specifically expected to serve as a management and programme tool for the execution of public awareness campaigns and other information sharing mechanisms of the Ministry and its partners. It provides a roadmap through which the Ministry will effectively communicate with various audiences while also allowing for feedback.

2. SITUATIONAL ANALYSIS

Rapid environmental change is all around us. The most obvious example is climate change. But that is not the only threat. Many other clouds are on the horizon, including water shortages, degraded land and the loss of biodiversity. This assault on the global environment risks undermining the many advances human society has made in recent decades. It is undercutting our fight against poverty. It could even come to jeopardize international peace and security. These issues transcend borders. Protecting the global environment is largely beyond the capacity of individual countries. Only concerted and coordinated international action will be sufficient. The natural arena for such action is the United Nations. The United Nations Environment Programme -- our focal point on this issue -- has embarked on wide-ranging reforms to ensure it is equal to this challenge (Ban Ki-moon' 2007). The description above by the former UN scribe shows the seriousness of the issues confronting the environment.

Environment is the foundation and support of human existence and survival and the guarantee of sustainable human development. Environmental protection has undoubtedly become a common understanding and development strategy of all countries of the world. Now humankind is striving into the historical process of postindustrial society and is trying to reach rebalance with

environment in later stage of development. All countries need to perform respective duties and obligations in environment governance, in joint efforts to plan economic development, social progresses and environment protection to realize mutual wins and sustainable development of the world and to create an Earth homeland for harmonious co-existence of humankind and environment (Jianping et al 2014).

The key Global Environmental Problems include Climate Change and Global Warming, Ozone Depletion and Destruction, Deforestation/Sharp Decrease of Forest Cover, Declining of Biological Diversity, Land Desertification/Soil Degradation, Pollution, Overpopulation, Natural Resource Depletion, Generating Unsustainable Waste and Waste Disposal. In Sierra Leone, environmental issues, such as deforestation (including unregulated and illegal logging), waste management (particularly improper disposal of plastics), land degradation, mining and lack of adequate environmental awareness, are serious challenges in the country (MoEnv. interview, 2021). The stakeholders who participated in the engagements identified the following as environmental problems in their regions: flooding/flash floods, land degradation (agricultural activities), sea level rise, illegal/unhealthy waste disposal, deforestation, misuse of wetlands, mudslides/landslide, global warming, strong winds/storm, mining activities, erosion, illegal and unregulated fishing methods, timber logging, pollution, overpopulation, sinking fisheries coastal communities.

As far back as 1993, the Environmental Synopsis report notes that despite its mineral wealth (bauxite and diamonds), Sierra Leone faces a deep environmental crisis. In addition, the document points out that Sierra Leone is in an environmental impasse. It needs economic development to pay for proper management and protection of its natural resources. It suggests that the only way out is control and investment. This means policies for sustainable development implemented by appropriate legislation and enforced by committed government servants who can count on support.

Cluster Seven of the Government of Sierra Leone's new Medium-term National Development Plan (MTNDP) 2019–2023 notes that since the end of the civil war, Sierra Leone has faced monumental challenges in its development aspirations relating to the economy, human resource capacity, the environment, health care, and social and cultural development. The combination of these factors has placed the country in a state of fragility. The document adds that the environmental sector is challenged by weak legislation and an inadequate legal framework; limited funding and investment; weak capacity of regulatory institutions; insufficient data and information on the environment; weak coordination among line MDAs; weak enforcement; traditional practices; and people's limited knowledge about the environment, biodiversity, and conservation. Restricted livelihood opportunities are an additional challenge.

The strategic objective of the sector according to the document is to protect the environment while making tremendous efforts in rehabilitation and management in order to increase the capacity of Sierra Leone to reduce its vulnerability to external shocks and effectively respond to future emergencies. The key policy actions include educating and raising awareness about changing traditional and cultural practices that are harmful to the environment.

Most of the stakeholders who took part in the regional consultations were not au fait with the work of the Ministry. This is understandable because the Ministry has operated for about two years. They stakeholders have "low knowledge on the role of the Ministry of the Environment, but high knowledge about most of the Agencies the Ministry is supervising. The Ministry of the Environment recognises the fact that there is poor knowledge of environmental issues, hence the

need for increased environmental awareness “One of the challenges to our work is the lack of proper and adequate environment communication and education. Therefore, the Ministry’s mandate includes educating the public and creating awareness on the environment. It is within this framework that the Ministry is developing the National Environmental Communication Strategy” (MoEnv., 2020). This is one of the reasons why this communication strategy has been developed to help address that lack of awareness on environmental issues.

There are concerns about possible duplication and overlapping of roles and responsibilities, collaboration and coordination between the Ministry and the agencies it is supervising (Stakeholders engagements, 2020). Collaboration among relevant agencies is key; any issue the Ministry wants to communicate should be first communicated with the Agencies it is supervising before going public (Interview with a partner, 2020).

The Sustainable Development Goals (SDGs)- Goal 13 on Climate action recommends improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning as part of the solutions in addressing environmental issues.

The narrative above shows that any work on the environment involves lots of actors and players. Communication that creates shared meaning is a key requirement for the success in such an intervention.

2.1 SWOT ANALYSIS

The SWOT analysis was useful because it provided an overview of the state of communication at the Ministry.

Table 1: MoEnv’s communication SWOT Analysis

Strengths	Weaknesses
<p>MoEnv has a well-defined management structure.</p> <p>There is an Information Officer working with the Ministry in-charge of communication issues.</p> <p>There are supportive structures for the Ministry’ activities.</p> <p>The Ministry has a functional website.</p>	<p>Limited staff strength to handle communication.</p> <p>Lack of requisite communications equipment</p> <p>Inadequate financial resources</p>
Opportunities	Threats
<p>Availability of GoSL and donor support</p> <p>Development of communications strategy.</p> <p>Availability of communication platforms.</p>	<p>Inadequate public awareness on the environment.</p> <p>Lack of cooperation for agencies that were either operating alone or under other ministries.</p> <p>Possible overlap of the Ministry’s mandate</p>

	<p>with other institutions and the agencies it is supervising.</p> <p>Compliance with the mandate of the Ministry.</p>
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3. GUIDING PRINCIPLES

The guiding principle of the strategic communication emanates from key concepts in its strategic objectives are:

Research to ensure evidence based approach to executing the communication tasks. This will involve conducting basic baseline studies and generating feedback on all communication related programmes and activities to be undertaken.

Collaboration and cooperation to ensure that the Ministry works with all the agencies it is supervising and other partners and stakeholders.

Simple, clear and educative environmental messages that will help enhance the knowledge about the motives, intentions and behaviors of people.

Inclusive and participatory approach to generate feedback in communicating with all stakeholders with a view to achieving its core tasks of the Ministry and its agencies.

The implementation of the strategy will be informed by the following components of communication: advocacy, social mobilization and behaviour change (or behaviour development) communication. The Advocacy will seek to motivate leadership to create a supportive environment to achieve programme objectives on the environment. Social mobilization will help engage and support participation of institutions, community networks, social/civic and religious groups to raise demand for or sustain progress toward the environment while the behaviour change communication will deal with people’s use of the environment.

4. COMMUNICATION GOAL AND OBJECTIVES

4.1 Goal

The overall goal of the communications strategy is to enable the Ministry fulfils its aim of “Awareness Raising and Visibility” in its work and the agencies it is supervising.

4.2 Objectives

The specific objectives are to:

- Increase the visibility of the Ministry and the Agencies it is supervising by 2023.
- Improve provision of timely and adequate information on environmental issues by 2022.
- Improve education, knowledge and awareness-raising on environmental issues with various stakeholders, communities and individuals to ensure positive behaviour change on environmental issues by 2024.
- Improve collaboration, coordination and partnership between the Ministry and stakeholders in the environmental sector within three years.

5. AUDIENCE ANALYSIS

Generally, the audiences/publics are divided into internal and external. They are also segmented into primary, secondary and tertiary audiences.

Internal audiences

- Minister and Deputy Minister
- Management of MoEnv.
- Staff of MoEnv.
- Agencies the Ministry is supervising

External audiences

- All owners and users of environmental facilities
- Institutions working on the environment
- MDAs related to environmental issues
- NGOs and INGOs
- CSOs
- Donor agencies/ Development Partners
- Multilateral agencies

The primary audiences are those that the Ministry mainly interacts with and their behaviours will show the success or otherwise of its operations. The secondary audiences' behaviours or actions strongly influence the primary audience's behaviour, while the tertiary audiences' actions indirectly help or hinder the behaviour of other audiences.

Table 2: Audience Analysis

No	Audiences/ participants	Segments
	Primary	<ul style="list-style-type: none"> • Minister and Deputy Minister • Management of MoEnv. • Staff of MoEnv. • Environmental Protection Agency • Nuclear Safety and Radiation Protection Authority • Sierra Leone Meteorological Agency, National Protected Area Authority and Conservation Trust Fund • Forestry Division (hitherto under the Ministry of Agriculture and Food Security).

		<ul style="list-style-type: none"> • Owners and users of the environment.
	Secondary	<ul style="list-style-type: none"> • Ministry of Finance (Mof) • Ministry of Water Resources (MoWR) • Ministry of Lands, Housing and Country Planning (MLHCP) • Ministry of Agriculture • Ministry of Mines and Mineral Resources (MMMR) • Ministry of Basic and Senior Secondary (MBSSE) • Ministry of Technical and Higher Education (MtHE) • Ministry of Tourism • Ministry of Defense • Ministry of Mines • Ministry of Youths • Ministry of Local Government and Rural Development (MLGRD) • Ministry of Energy (MoE) • Ministry of Fisheries and Marine Resources (MFMR) • Ministry of Health & Sanitation (MoHS) • National Disaster Management Agency • National Minerals Agency (NMA) • Sierra Leone Standards Bureau (SLSB) • Sierra Leone Maritime Administration (SLMA) • Local authorities/ councils • National Council of Paramount Chiefs (NCPC) • National Disaster Management Agency •
	Tertiary	<ul style="list-style-type: none"> • Academic & research institutions • Religious leaders • NGos and INGOs • Civil Society Organisations (CSOs) • Famer Based Organisations (FBOs) • Community Based Organisations (CBOs) • Women's groups • Youth groups • Entertainment industry • Donor agencies • Multilateral agencies • Security sector (SLP/ONS) • Social organisations

		<ul style="list-style-type: none"> • Traditional and local leaders
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6. STRATEGIES AND ACTIVITIES

The strategic approaches and activities are tied to the communication objectives outlined above. **Research, public education, and awareness raising.** This will take several forms that includes **mass media campaigns** on both traditional and new media platforms.

This will be followed by **advocacy** to motivate leadership at MDAs and other institutions to create a supportive environment to achieve programme objectives on the environment.

Another strategy is **social mobilization/ community engagements**. It will involve mobilizing communities to take action on environmental issues.

Behaviour change communication is also necessary to ensure face-to-face dialogue with individuals or groups to inform, motivate, problem-solve or plan, with the objective to promote and sustain behaviour change on environmental issues.

Based on the strategic approaches above, the key activities per objectives are:

Objective 1: Increase the visibility of the Ministry and the Agencies it is supervising by 2023.

- Orientation/training of staff of the Ministry and its supervising agencies on environmental policies, programmes and activities.
- Produce Branding Materials - T-shirts, caps, bags, notepads, umbrellas, diaries, mugs, calendars, pens, flash drives, roll-up banners.
- Engaging in radio and television programmes..
- Production of radio/TV/video shows/documentaries (including short videos for social media platforms.
- Media interviews in flagship programmes.
- Train and work with a cohort of journalists on environmental issues
- Publication of a newsletter, brochures and leaflet.
 - Use ICTs to promote environmental activities (e.g. phone SMS and other social media platforms).

Objective 2: Improve provision of timely and adequate information on environmental issues.

- Undertake national public awareness and education campaigns.
- Regular updates of the website and social media platforms.
- Organise mass media campaigns utilizing traditional and new media platforms to address emerging issues from the media and other sources.
- Develop, produce and disseminate IEC.
- Production and dissemination of jingles and spot messages in local languages.
- Publication of features articles and advertorials on newspapers
- Production and bulletins factsheets.
- Publication of press releases, statements and speeches.

Objective 3: Improve education, knowledge and awareness-raising on environmental issues with various stakeholders, communities and individuals to ensure positive behaviour change on environmental issues.

- Community engagements, town hall meetings and BCC campaigns.
- Mobilize communities to address environmental issues.
- Provide community-based groups with IEC materials and pieces of information on the environment.
- Engagements with local authorities and religious leaders.
- Engagements with local councils.
- Engagements with parliamentarians.
- Organizing float parades.
- Organizing meetings, conferences/workshops/ symposia/seminars and focus group discussions.

Objective 4: Improve collaboration, coordination and partnership between the Ministry and stakeholders in the environmental sector within three years.

- Constant consultation and partnership with relating partners.
- Holding coordination meetings (quarterly, monthly)
- Developing policies on the environment
- Setting up inter-sectorial committees on the environment
- Capacity building meetings
- Training of environmental partners
- Identifying and working environmental champions and ambassadors
- Collaboration with MDAs
- Formation of school clubs on the environment
- Organizing dialogue sessions
- Create WhatsApp groups with partners for proper coordination
- Establishment of regional and district offices

- Communicate uniform messages
- Writing of project proposals for funding
- Establish desk officers in relevant institutions across the country

6.1 SUGGESTED MESSAGES

- If you fail to protect the environment, the environment will fail to protect you.
- Save the environment and save life.
- If you cut one tree, you plant five
- Save the environment now and save the future.
- Use SLMET weather information to plan your day.

- Climate change is real, act now.
- Protecting the environment means upholding the law.
- Environmental hazard is punishable by law.
- Conservation of the wildlife is a must.
- Conserve the forest and help save animal lives.
- Radiation kills.
- It is the responsibility of government and us all in safeguarding/ensuring a radiation free environment
- Avoid construction on wetlands
- Stop destroying the land
- Save your communities against flooding
- Inform the Ministry about illegal mining
- Plant tik for betteh you life
- Make the environment you padi
- Clean your environment
- Enforce environment compliance
- Avoiding overgrazing on farmland
- Environment is life
- Tree is a symbol of sustainability
- Effective collaboration for greener world
- Stop river pollution
- Save mangrove to protect riverbanks
- Charcoal burning reduces soil nutrients
- Misuse of chemicals is dangerous to plants, animals, and human health
- Protect the forest for sound environment
- Afforestation support life on earth
- Maintain healthy agricultural activities.

- Stop depositing waste in drainages and other prohibited areas
- Be an agent of change for the environment
- Let us join hands together to protect the environment

7. AUDIENCE SEGMENTATION, MESSAGING CONCEPT AND CHANNELS (Communications matrix)

This aspect outlines audience segments, the audiences, the specific key message concepts and the channels of communication.

Table: 3 Communications matrix

Audience	Key Message Concept(s)	Channels	Resources/ materials/tools
Minister and Deputy Minister, Management and staff of MoEnv.	Understanding the mandates, operations and programmes of the Ministry and its Agencies. Collaboration and cooperation in the execution of tasks on the environment	Memos/Correspondences Notice boards Meetings (on and offline) Social media platforms	Venues, documents (Acts and regulations) materials, staff, resource persons
Owners and users of the environment facilities	Understanding the mandates, operations and programmes of the Ministry and its Agencies; protecting the environment and compliance with environmental law and policies.	Community engagements Town hall meetings Street festivals, road shows, float parades etc. Television Radio Newspaper Newsletters Social Media platforms Folk media Town criers	Venues, documents (Acts and regulations) materials, staff, resource persons IEC materials Infographs posters/flyers/posters Brochures) Airtime space Spot messages Articles/features Media appearances Jingles Public Service Announcements (PSAs) Press releases/ Media Advisories
MDAs	Collaboration, cooperation, partnership and support to the	Memos/Correspondences Partner meetings	Venues, documents (Acts and regulations) materials, staff,

	Ministry of the Environment and its partners.	Workshops Website Emails Social media platforms Inter-ministerial Committee meetings	resource persons
Local authorities	Understanding the mandate of the Ministry and its agencies; protection of the environment and compliance with environmental law and policies.	Community engagements Memos/Correspondences Meetings Workshops Website Emails Social media platforms	Venues, documents (Acts and regulations) materials, staff, resource persons IEC materials (Infographs posters/flyers/posters brochures) Airtime and space Jingles PSAs Press releases/ Media Advisories Spot messages Articles/features Media appearances and interviews
District councils	Understanding the mandate of the Ministry and its agencies; protection of the environment and compliance with environmental law and policies.	Memos/Correspondences Partner Meetings Workshops Community engagements Website Emails Social media platforms	Venues, documents (Acts and regulations) materials, staff, resource persons
Learning institutions	Understanding the mandate of the Ministry and its agencies; protection of the environment and compliance	Community engagements in schools, colleges, vocational, training	Venues, documents (Acts and regulations) materials, staff, resource persons

	with environmental law and policies.	centers Meetings/workshops Website Emails Social media platforms	
Religious leaders	Understanding the mandate of the Ministry and its agencies; protection of the environment and compliance with environmental law and policies.	Memos/Correspondences Meetings/workshops Website Emails Social media platforms	Venues, documents (Acts and regulations) materials, staff, resource persons
Media	Understanding the mandate of the Ministry and its agencies; support advocacy and public education on environmental issues; support the practice of solutions journalism.	Meetings/workshops Training News/press conferences Visitations Press tours Website Emails Social media platforms	Venues, documents resource persons IEC materials Press kits
Civil Society Organisations (CSOs)	Understanding the mandate of the Ministry and its agencies; support advocacy on the protection of the environment.	Meetings/workshops Training Website Emails Social media platforms	Venues, documents (Acts and regulations) materials, staff, resource persons IEC materials Posters/flyers
Women's groups	Understanding the mandate of the Ministry and its agencies; protection of the environment and compliance with environmental law and policies.	Community engagements Meetings/workshops Training Website Emails Social media platforms	Venues, documents (Acts and regulations) materials, staff, resource persons IEC materials Jingles Spot messages Infographs posters/flyers
Youth groups	Understanding the mandate of the	Community engagements	Venues, documents (Acts and

	Ministry and its agencies; protection of the environment and compliance with environmental law and policies.	Meetings/workshops Training Website Emails Social media platforms	regulations) materials, staff, resource persons IEC materials Jingles Spot messages Infographs posters/flyers
Donor agencies/ multilateral agencies	Understanding the mandate of the Ministry and its agencies and provide technical and financial support.	Meetings/workshops Training Website Social media platforms	Venues, documents (Acts and regulations) materials, staff, resource persons IEC materials
Security sector (SLP/ONS)	Understanding the mandate of the Ministry and its agencies; support the proper management and protection of the environment.	Meetings/workshops Training Website Emails Social media platforms	Venues, documents (Acts and regulations) materials, staff, resource persons IEC materials Jingles

8. COLLABORATION, COORDINATION, PARTNERSHIP

Communicating on the environment is communication about environmental affairs. This includes all of the diverse forms of interpersonal, group, public, organizational, and mediated communication that make up the social debate about environmental issues and problems. This clearly shows that there is a need for collaboration, coordination and partnership in addressing environmental issues.

The Strategy therefore stresses the need for cooperation and collaboration between the Secretariat and international organizations responsible for Environmental Conventions/Treaties.

The Ministry will also collaborate with MDAs will work with the agencies it is supervising to lead on the development and supervision of the legal and policy framework for building national environmental resilience, as it relates to climate change, natural resources management, including forestry and wetlands conservation;

The Ministry will collaborate with all relevant Ministries, Departments and Agencies working on environmental issues and mobilize resources in support of the strengthening environmental resilience.

Key Activities	Responsible Department	Possible partner	Year 1	Year 2	Year 3								
					Q1	Q3	Q4	Q2	Q3	Q1	Q2	Q4	
(quarterly, monthly)													
Organise mass media campaigns utilizing traditional and new media platforms.		Supervising agencies and SLAJ	x	x	x	x	x	x	x	x	x	x	x
Production and dissemination media products (jingles and spot messages in local languages, features articles and advertorials on newspapers, bulletins and factsheets		Supervising agencies and SLAJ/ IRN/ GoE	x	x	x	x	x	x	x	x	x	x	x
Community engagements, dialogue sessions, town hall meetings, float parades and BCC campaigns/ Engagements with local authorities, local councils and religious leaders parliamentarians.		Supervising agencies SLAJ/ IRN/	x	x					x	x			
Formation of school clubs on the environment		Supervising agencies MBSSE	x							x			

10. MONITORING AND EVALUATION PLAN

Table 5: Monitoring and Implementation Matrix

Objective/Activity	Indicators	Baseline	Yearly Target	Data source	Year 1	Year 2	Year 3										
							Q1	Q2	Q3	Q1	Q2	Q3	Q4	Q2	Q3	Q4	
Objective 1: Increase the visibility of the Ministry and the Agencies it is supervising by 2023.			0			12	Reports/ Recordings of programs/IEC materials produced	x	x	x	x	x	x	x	x	x	x
			0			24											
			0			24											
			0			12											
			0			12											
Objective 2: Improve provision of timely and adequate information on environmental issues by 2022.			1			50	Reports/ minutes of meetings	x	x	x							
			0			10											
Objective 3: Improve education, knowledge and awareness-raising on			0			24	Reports /	x	x	x							

environmental issues with various stakeholders, communities and individuals to ensure positive behaviour change on environmental issues by 2024.			minutes of meetings												
Objective 4 : Improve collaboration, coordination and partnership between the Ministry and stakeholders in the environmental sector within three years.	0	24													

11. ASSUMPTIONS, RISKS AND RISK MANAGEMENT

11.1.1 Key Assumptions

In the preparation of this communication strategy, the following assumptions were considered:

1. The Ministry of the Environment's commitment to ensuring environmental communication will be sustained over the years.
2. The Ministry and its Agencies provide and over the years increase budgetary allocation to for the implementation of the communication strategy.
3. Government and international organisations are interested in supporting the implementation of the communications strategy.
4. There will be media buy-in and support to the implementation of the communications strategy.

11.2.2 Potential Risks

The potential risks that have been identified are:

1. The Ministry and its agencies will not be to raise the necessary finances for the implementation of the strategy.
2. Inadequate budget allocation for the implementation of the communications strategy.
3. Failure to get the required staff and equipment for the implementation of the communications strategy.
4. Challenges in getting support from stakeholders to implement the strategy.

11.2.3 Risk management

The following are the risk mitigation measures identified to deal with the potential risk:

1. The Ministry and its agencies will find the necessary funding for the implementation of the communications strategy.
2. The Ministry will work with partners and stakeholder to raise funds for the implementation of the communications strategy.

3. The Ministry and the agencies will ensure that the required members of staff are available and the necessary equipment for the execution of its communication programmes and activities are secured.

4. The Ministry will establish partnerships and foster collaboration with other partners and stakeholders for the implementation of the strategy.

12. COST IMPLICATIONS

A total amount of three billion, four hundred and sixty-million Leones (3,460,000,000) will be required to implement the strategy. A budget estimate is presented in the table below.

Table 7: Budget estimates by activities and annual allocations 2022 – 2026

IMPLEMENTATION OF KEY ACTIVITIES FROM 2021 TO 2023	Indicative Budget Year 1 SSL	Indicative Budget Year 2 SSL	Indicative Budget Year 3 SSL	Total Budget SSL
Orientation/training of staff of the Ministry and its supervising agencies on environmental policies, programmes and activities.	100,000,000	50,000,000	50,000,000	200,000,000
Use ICTs to promote environmental activities (e.g. phone SMS and other social media platforms).	100,000,000	50,000,000	50,000,000	200,000,000

IMPLEMENTATION OF KEY ACTIVITIES FROM 2021 TO 2023	Indicative Budget Year 1 SSL	Indicative Budget Year 2 SSL	Indicative Budget Year 3 SSL	Total Budget SSL
Publication of a newsletter, brochures and leaflet.	50,000,000	50,000,000	50,000,000	150,000,000
Engaging in radio and television programmes (discussion/talk or call-in shows)/Media interviews in flagship programmes.	250,000,000	250,000,000	250,000,000	750,000,000
Production of radio/TV/video shows/documentaries (including short videos for social media platforms.	100,000,000	100,000,000	100,000,000	300,000,000
Train and work with a cohort of journalists working on environmental issues	50,000,000	50,000,000	50,000,000	150,000,000
Undertake national public awareness and education campaigns, including meetings, conferences/workshops/symposia/seminars and focus group discussions, coordination meetings (quarterly, monthly)	300,000,000	300,000,000	300,000,000	900,000,000
Organise mass media campaigns utilizing traditional and new media platforms.	50,000,000	50,000,000	50,000,000	150,000,000
Production and dissemination media products (jingles and spot messages in local languages, features articles and advertorials on newspapers, bulletins and factsheets	150,000,000	150,000,000	150,000,000	450,000,000
Community engagements, dialogue sessions, town hall meetings, float parades and BCC campaigns/ Engagements with local authorities, local councils and religious leaders parliamentarians.	300,000,000	300,000,000	300,000,000	900,000,000
Formation and meetings with of school clubs on the environment	50,000,000	50,000,000	50,000,000	150,000,000

IMPLEMENTATION OF KEY ACTIVITIES FROM 2021 TO 2023	Indicative Budget Year 1 SSL	Indicative Budget Year 2 SSL	Indicative Budget Year 3 SSL	Total Budget SSL
Total Budget				