



Suitable Indicators for a baseline study of public awareness campaign in Rwanda, Final Report.

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Table of Contents

Abbreviations and Acronyms	2
The Executive Summary	3
CHAPTER 1: Background and Context	4
Public Awareness Campaigns and Biodiversity Conservation in Rwanda	5
CHAPTER 2: The Baseline on Conservation Awareness in Rwanda	7
Desk Review	7
Online questionnaire	7
Key insights.....	8
Indicators for a baseline study of public awareness in Rwanda.....	9
Defining categories of indicators	9
Identified priorities and Evaluation of awareness raising on identified priorities	10
The Matrix of Suitable Indictors for Public Awareness Campaigns in Rwanda	12
CHAPTER 3: Conclusion.....	15
ANNEX 1: List of NGOs and Institutions contacted during data collection.....	16
ANNEX 2: Sample of Questionnaire used to collect information.....	17
ANNEX 3: Selected Public Awareness Campaign Conducted by RUCCB.....	18
ANNEX 4: Selected Public Awareness Campaign Conducted by CoEB.....	19
ANNEX 5: Selected Public Awareness Campaign conducted by Forest of Hope Association ...	20
ANNEX 6: Selected Public Awareness Campaign conducted by ARCOS	21
ANNEX 7: Selected Public Awareness Campaign conducted by DFGFI.....	22

Abbreviations and Acronyms

- **ACNR:** Association pour la Conservation de la Nature
- **ARCOS:** Albertine Rift Conservation Society
- **ARECO Rwanda Nziza** - Association Rwandaise des Ecologistes
- **CBD:** Convention on Biological Diversity
- **CoEB:** Centre of Excellence in Biodiversity and Natural Resources
- **DFGFI:** Dian Fossey Gorilla Fund International
- **NBSAP:** National Biodiversity Strategy and Action Plan
- **NGO:** Non-Government organization
- **RDB:** Rwanda Development Board
- **REMA:** Rwanda Environment and Management Authority
- **REMA:** Rwanda Environment Management Authority
- **RNCEAR:** Regional Network for Conservation Educators in Albertine Rift
- **RUCCB:** Rwanda University Club for the conservation of Biodiversity
- **RWCA:** Rwanda Wildlife Conservation Association
- **UR:** University of Rwanda
- **VNP:** Volcanoes National Park
- **NNP:** Nyungwe National Park

The Executive Summary

This project aimed at studying the suitable indicators that will show how Rwandans are aware of the values of biodiversity and ecosystems services as well as apprehend the steps for use and conserve them sustainably. With its richness and endemic in biodiversity, Rwandans depend on goods and services provided by the ecosystems, and the Government of Rwanda is committed to the conservation and sustainable use of biodiversity for sustainable development of the country.

In 2016 when Rwanda revised its the National Biodiversity Strategy and Action Plan (NBSAP) for the successful implementation of the Convention on Biological Diversity (CBD) objectives and the Aichi Targets, the suitable indicators for a baseline study on public awareness were not defined in the revised National Biodiversity Strategy. However, mainstreaming biodiversity conservation in the decision making process across all governmental, private and civil society's development programs was pointed out as the as main point in addressing the national biodiversity loss in the revised NBSAP which was developed based on national needs and priorities for biodiversity conservation.

This project has identified key indicators that will show how the country is performing in raising awareness among its population for sustainable conservation of biodiversity. The main indicator identified are increased knowledge, changed attitude / behavior, improved skills, awareness activities, partnerships / cooperation in awareness activities, transferability and usability of awareness materials developed, and effectiveness of awareness materials. More details on how to measure those indicators will be provided within this document.

This report presents well defined and measurable indicators for a baseline study on public awareness as defined in the first objective of the Strategic Plan 2011-2020 of the Convention on Biological Diversity. Key indicators were compiled into a table to serve as cross checking document. Those indicators will be used in the upcoming programs to track their impact and performance in awareness raising among local population.

CHAPTER 1: Background and Context

The Convention on Biological Diversity (CBD) and Aichi Biodiversity Targets highlighted that mainstreaming biodiversity conservation is very important for sustainable development and one of the ways towards achieving this is information sharing among the population which in turn leads to sustainable use and conservation of biological resources.

Rwanda revised the National Biodiversity Strategy and Action Plan (NBSAP) clearly indicates the commitment of the Government of Rwanda towards conservation and sustainable utilization of biodiversity for the prosperity of the nation, and the importance of information sharing for sustainable use and conservation of its rich biodiversity while ensuring the wellbeing of current and future generations.

The Fifth National Report to the Convention on Biological Diversity clearly indicated that biodiversity is well conserved and protected within protected areas whilst out of them, biodiversity is highly threatened mainly due to anthropogenic activities. Raising awareness on the importance of biodiversity among local communities, mostly those in the districts with non-protected areas, is crucial to achieving the first objective of both NSBAP and Aichi targets.

Therefore, developing the suitable indicators for a baseline study of public awareness in Rwanda according to the first objective of the Strategic Plan 2011-2020 of the Convention is critical and very relevant to tracking the progress of the country towards the first target of both NBSAP and Aichi targets mostly within this period that the government institutions are conducting many awareness raising campaign across the country.

It is crucial to have well defined indicators to track the impact of the public awareness raising campaigns. While in at least Districts that are adjacent to protected areas communities are aware of the values of biodiversity and ecosystem services and understand the steps for its sustainable use and conservation, communities in the remaining part of the country have to be informed to sustain the effort conducted around protected areas.

Public Awareness Campaigns and Biodiversity Conservation in Rwanda

Natural ecosystems and their biodiversity constitute our natural capital. Thus, Rwandan economic prosperity will depend on how we maintain and enhance our assets, including natural capital. In a developing country like Rwanda, for which close to half of the annual governmental budget is gained from foreign support, the need to articulate the clear linkages between biodiversity use, ecosystem services and economic benefit is of great importance to boost the national economy.

Rwanda is a small landlocked country in East Africa known as the “country of a thousand hills” because of its rugged terrain. The country's ecosystem is diverse, ranging from Afro-mountains to lowland forests, grassy savannas and wetlands. The habitats around volcanic hot springs and ancient lava flows, lakes and wetlands contain rich species. A considerable proportion of the Rwandan economy depends directly and indirectly on environmental resources. Rwanda predicts that by 2040, biodiversity will be restored and conserved, contributing to economic prosperity and human well-being by bringing essential benefits to Rwandans.

Public awareness raising campaigns have a central role in improving the public’s level of understanding about the importance of biodiversity and everyone’s role in conserving the biodiversity for sustainable development of the country. Raising public awareness is not the same as telling the public what to do – it is explaining issues and disseminating knowledge to people so that they can make their own decisions. High public awareness will be achieved when a significant proportion of society agrees that the safety of the biodiversity is an issue that is of great importance to all Rwanda citizens.

There are two main areas to focus on when raising awareness on biodiversity conservation. First, there is general public awareness, which involves widespread understanding and acknowledgement of conservation issue on a societal level. Second, there is self-awareness, which occurs when individuals understand how the concept of biodiversity conservation affects them personally.

Methodologically sound approaches to raising awareness, together with enough exposure have been shown, through social science research, to influence knowledge, attitudes and behaviour. It is usually more effective to create a coordinated, long-term awareness-raising campaign than to create large, short-term campaign. This is because when the concept of biodiversity conservation

is talked about over time, its importance becomes normalized – it becomes a normal part of people’s everyday lives. By contrast, if there is only one single campaign to address the issue of biodiversity conservation, people may forget about the issues once the campaign is over. By taking different approaches at different times, awareness can be raised using current events and issues as a backdrop for talking about conservation.



Photo: *Public Awareness campaign targeting students in Gishwati area, Nature Rwanda, 2017.*

Public awareness is important because sustainable conservation is achieved when communities work together to end all kind of threats to biodiversity while restoring the degraded areas. In order to work together, the public needs to have a common understanding of what biodiversity is, and how is loss affect the lives of many people. The public also must believe and share values that biodiversity conservation is an important issue in their respective community.

CHAPTER 2: The Baseline on Conservation Awareness in Rwanda

Desk Review

Through a desk review, awareness campaign that have been conducted across the country for the last ten years (2010-2019) were identified. Areas covered by these campaigns, themes, target species and/or habitat, target audience and the year when these campaigns and other relevant information were collected by consulting different local NGOs, International NGOs, and government institutions involved in biodiversity conservation across the country.

Online questionnaire

An online questionnaire was shared with conservation partners to fill all information on public awareness activities carried out in the las ten years. The types of awareness activities were grouped into six main categories as listed below:

- Seminars/Workshop/conference,
- Conservation Exhibitions,
- Campaigns/outreach,
- Study visits and Exchange visits,
- Communication materials, and
- Web content/social media.

Additional information was collected from website and all social media accounts of conservation NGOs and institutions to gather key messages published that are related to Ichi target 1 of CBD.

Furthermore, a review of the published literature, including the National Biodiversity Strategy and Action plan, National Environment and Outlook Report, National Biodiversity catalogue, was undertaken in order to collate data on species and habitats of conservation concern on and in the immediate environs of the scope of awareness activities carried out.

After reviewing key successful public awareness campaigns conducted over the last 10 years, different consultation meetings with key stakeholders in biodiversity conservation here in Rwanda were organized. With the context of rationality, the focus was put on local NGOs as they have been playing crucial roles in public awareness.

It is worth noting that key government institutions working in this sector have budget and tools relevant to this based on specificity of the development partner. Moreover, the methods they are using (i.e. Televisions and Radios) are sophisticated and requires expensive technologies such as Nielsen which measures audience through different survey methods, including sophisticated set-top boxes, and categorizes results based on demographics like gender, age, race and income.

The last exercises carried out was validation together with key people involved in public awareness campaigns to establish the table matrix of the suitable indicators to assess the success of public awareness campaigns in Rwanda. Prior to exploring the suitable indicators, it is worth sharing some of the key insights from the desk review and consultation meetings as well.

Key insights

The data collected were then analysed to understand how both Government and conservation partners are contributing in public awareness. The results show that Governmental agencies and Non-Governmental Organizations (NGOs) have been the key actors in raising public awareness in conservation among the Rwandan population during the last 10 years. The Figure 1 below illustrates the forms of public awareness used by conservation partners to raise public awareness for the last ten years.

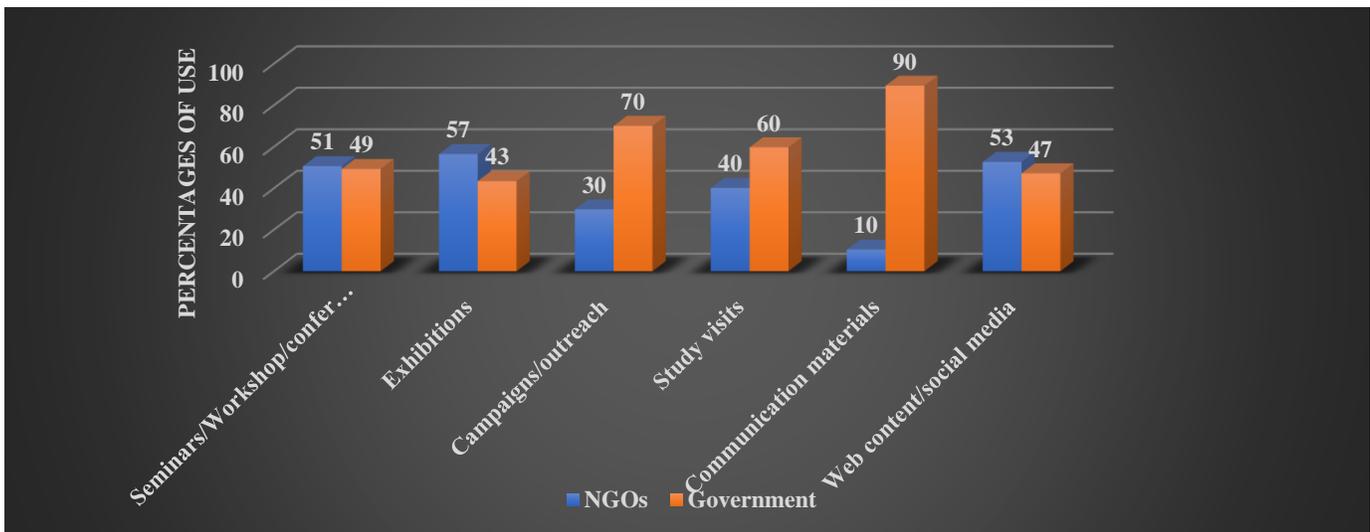


Figure 1: Percentages showing how public awareness tools are used among governmental agencies and NGOs in Rwanda in previous ten years.

The Public awareness categories were defined by the costs related to that activities. The government and NGOs have a willingness to explore all forms of raising public awareness on conservation, but all forms are not equally cost effective. Therefore, Public awareness in the categories of Campaigns/outreach, TV and radio programs are mostly used by the government institutions compared to local NGOs. This is explained by the fact that they require a significant budget that is literally high for local NGOs that have usually limited and structured budget from donors. Based on this fact, NGOs prefer to adopt awareness categories that are cost effective because of their limited budget. This is different to the government agencies because they may have relatively enough budgets and easy access to the public media channels owned by the government. The high usage of social medias and exhibitions and high participation in seminar/workshops/conferences by NGOs is not only explained by the fact that are cost effective and can reach to a wider audience, but also for the need of NGOs to increase their network and a way to report back to the development partner who is supporting them. This cost is usually covered by the project expenses for most NGOs.

Indicators for a baseline study of public awareness in Rwanda

The suitable indicators to be considered to assess the level of public awareness towards the target 1 of CBD as well as apprehend the steps for sustainable use and conservation of Biodiversity in Rwanda were developed based on information collected over the last ten years, consultation with key conservation players and country's visions towards sustainable development.

Defining categories of indicators

The suitable indicators were grouped into four categories. The following is a typology of suitable awareness indicators to measure:

- ❖ ***Impact on knowledge, skills and attitudes***: These indicators refer to the impact of the awareness activities on the knowledge, skills and attitudes of the target audience. In some cases, impact may be measured through a cognitive test concerning rate of skills or perception of behaviour, but for the most part, respondents will be asked to rate impact based on a scale (i.e. a numerical Likert scale). Respondents will be identified through valid sampling methods.

- ❖ ***Sustainability of change***: New policies and regulatory frameworks, partnerships or organizational arrangements may serve as indicators of deeper and more sustainable changes (especially relevant to the organizations themselves and not to potential funders).
- ❖ ***Accessibility of messages***: Accessibility indicators measure the impact of messages on the target group, for example, how well people remember awareness messages, whether they were able to navigate information easily, and whether the information package was easy to use and access. Effectiveness of resource use is also important.
- ❖ ***Impact on interest and participation***: Evaluations may track concrete measures of interest and active participation in a program. These may include “before and after” measures of how often materials concerning awareness activities have been distributed, downloaded or retrieved, indicators of interest in activities, and so on. These indicators can be tracked and compared over the lifespan of the awareness activities.

Identified priorities and Evaluation of awareness raising on identified priorities

Over the last 10 years, conservationists have contributed significantly to public awareness raising among Rwandans. The conservation awareness raising campaigns intended to increase attention to the social and individual threat of biodiversity loss in local context. Local conservation stakeholders have supported these activities through the development of conservation message relevant to local audience while considering their different contexts. Therefore, the main question, which needs to be answered to assess the impact of conservation awareness is:

“What is the “added value” and the usefulness of public awareness to Biodiversity conservation in Rwanda?”

First, the impact of the conservation awareness activities on specific target-groups needs to be well analysed. Quantitative data collection (e.g. the number of organizations, community members, youth, women etc. engaged directly and indirectly during the campaigns) is very crucial to respond to this question.

Hence, to respond to that question key indicators were identified, a mixture of impact and sustainability indicators will be used. This will provide information on increasing knowledge and

skills and improving attitudes regarding conservation awareness within the target-group. Most importantly, these will help conservation practitioners to evaluate the impact of awareness activities in their context and locations.

This formative stage of evaluation will include qualitative and quantitative data from conservation practitioners on the accessibility, transferability, usability, cost-effectiveness, relevance of the conservation awareness materials, and suggestions for improvement based on lessons learned 10 years down implementation of public awareness. In addition, these “monitoring” indicators will help to learn the extent to which the conservation message is disseminated, by how many organizations/institutions/individuals, and the extent to activities have been developed and whether they are appropriate for future work (i.e., their sustainability).

To define the impact of the awareness activities on biodiversity conservation during the baseline study, following information were collected where possible:

- ✓ Changes in knowledge regarding the issue of biodiversity loss (taking the short time of the campaign into account).
- ✓ Changes in attitude / behaviour among the stakeholders towards the problem of biodiversity loss and sustainable use (taking the short time of the campaign into account).
- ✓ Changes in skills used to prevent or fight the problem of biodiversity loss and sustainable use (taking the short time of the campaign into account).
- ✓ Changes in policy and activities (of the stakeholders) concerning the problem of biodiversity loss and sustainable use (taking the short time of the campaign into account).
- ✓ Sustainability of organized activities concerning the problem of biodiversity loss and sustainable use in different contexts and communities.
- ✓ Newly developed partnerships, indications of the potential for future funding and cooperation.
- ✓ The quality of communication material used (including satisfaction, usefulness and increase of use by stakeholders); and
- ✓ How effective materials used were in reaching different target groups, their recall and recognition of conservation awareness messages, and the transferability of the materials.

The Matrix of Suitable Indicators for Public Awareness Campaigns in Rwanda

The Matrix of High-Quality Suitable Indicators for Public Awareness Campaigns in Rwanda developed using SMART process clearly indicated the Headline indicators, Main indicators, Possible items and possible sub-indicators. The headline indicators were grouped into three main trends such as awareness - attitudes and public engagement in support of biological diversity and ecosystem services, activities – key activities, partnership and collaboration in those activities, and materials - transferability and usability of awareness materials and effectiveness of awareness-raising materials.



Photo: Sample of Communication material developed by Nature Rwanda targeting students, 2020.

The table below provides an overview of questions that may provide the necessary information to be included in this formative evaluation of conservation awareness campaigns. These measure indicators, which should be developed further with the partners of the awareness teams, should differ according to groups targeted in any given conservation awareness activity.

Table 1: Methodologies, indicators prioritization and elements of the evaluation of awareness activities for biodiversity conservation in Rwanda

I. Target	II. Headline Indicator	III. Main Indicator	IV. Possible items	V. Possible sub-indicators
<p><i>Target 1: By 2020, at the latest, people are aware of the values of biodiversity and the steps they can take to conserve and use it sustainably.</i></p>	<p>Trends in awareness, attitudes and public engagement in support of biological diversity and ecosystem services</p>	<p>Increased knowledge</p>	<ul style="list-style-type: none"> Does the target group know more about the challenge biodiversity are facing today? 	<p>[A.1] Accurate knowledge on the term biodiversity [A. 2] Ability to describe the main challenge the Biodiversity are facing today</p>
			<ul style="list-style-type: none"> Does the target group understand to sense of urgency of conserving the biodiversity after the campaign? 	<p>[A. 3] Ability to link biodiversity and livelihood</p>
		<p>Changed attitude / behaviour</p>	<ul style="list-style-type: none"> Does the target group underline the importance of action against biodiversity loss after the Campaign? 	<p>[A. 4] Threat reduced [A. 5] Personal/ group commitment to conserve biodiversity</p>
			<ul style="list-style-type: none"> Does the target invest more time in conservation related activities by using information from the campaign? 	<p>[A. 6] Volunteers and hours volunteered</p>
		<p>Improved skills</p>	<ul style="list-style-type: none"> Does the target group recognize the ecosystem good and services after the campaign? 	<p>[A.7] Improved sustainable use and management of natural resources</p>
			<ul style="list-style-type: none"> Does the target group redirect other people to be conservation active after using the campaign? 	<p>[A.8] Awareness activities organized or attended as a speaker [A.9] People reached out</p>

	Trends in activities and partnership / cooperation in public awareness campaigns	Activities	<ul style="list-style-type: none"> • How many activities concerning biodiversity conservation have been organized after the campaign? 	[B.1] Range of events, activities, opportunities mapped as the result of the campaign
		Partnerships / cooperation	<ul style="list-style-type: none"> • How many local and regional partners have joined partnerships concerning biodiversity conservation after the campaigns? 	[B. 2] Organization/ institutions involved
			<ul style="list-style-type: none"> • Which institutions/ organizations have developed or are interested in development of new partnerships around conservation after using the campaign? 	[B.3] MoUs and agreements signed and effectively implemented in the area of biodiversity conservation
	Trends communication materials to be used during public awareness campaigns	Transferability and usability of awareness materials	<ul style="list-style-type: none"> • Could any institution/organization have access and have right to use awareness materials? 	[C. 1] Material donated to other organizations
			<ul style="list-style-type: none"> • Could partners (stakeholders) working in different fields (e.g. health care, education, welfare and agriculture, etc.) use the materials in their own local setting? 	[C. 2] Online downloads [C. 3] Cited as a reference
		Effectiveness of awareness materials	<ul style="list-style-type: none"> • Has the use of the awareness materials increased the potential to delivers conservation message easily and effectively? 	[C. 4] Accessibility by the target group [C. 5] Type of the material
<ul style="list-style-type: none"> • Has the use of the awareness materials increased recognition of the problem of biodiversity loss? 	[C. 6] Communication channel [C. 7] Language used			

CHAPTER 3: Conclusion

This project came at the right time when the country is working hard to achieve the NBASP and Aichi biodiversity targets for the country's sustainable development. It was developed to harmonize indicators to monitor progress towards increase public awareness campaigns while ensuring that the Rwandan population understands the importance of biodiversity in their daily lives so that they can begin to contribute to their sustainable conservation.

This project has developed appropriate indicators for a baseline public awareness study which will be used to monitor the country's progress towards achieving first goal by 2020 as defined in the revised NBASP. The first objective of the Convention's 2011-2020 Strategic Plan is essential and very relevant for monitoring the country's progress towards the first objective of NBSAPs and the Aichi Targets, mainly during this period where NGOs and government institutions lead many awareness campaigns across the country.

The High-Quality Indicators were developed using SMART approaches. Those indicators were then grouped into three main categories: Trends in awareness, attitudes and public engagement in support of biological diversity and ecosystem services, Trends in activities and partnership / cooperation in public awareness campaigns, and Trends in communication materials to be used during public awareness campaigns. Based on that, nineteen sub-indicators were also developed together with specific questions to assess each indicator.

It is crucial to have these well-defined and high-quality indicators to track the progress and the impact of public awareness campaigns in conservation in Rwanda. The outcomes of this project will be used with all National and International NGOs in environmental sector, government institutions and private sector to assess the impact of their public awareness campaign while tracking the progress towards the target 1 of the revised NBSAP that state that by 2020, at least, Rwandan people in at least Districts that are adjacent to protected areas are aware of the values of biodiversity and ecosystem services and understand the steps for its sustainable use and conservation. Knowing how the country is performing towards achieving that goal is crucial for decision makers and all environmental practitioners.

Moreover, the outcomes of this project will inform the project type 2 “Baseline study on the perception of biodiversity based on the indicators chosen in the NBSAP or in an earlier project on indicators.” As Rwanda has not yet conducted the type one and type two under this call.

ANNEX 1: List of NGOs and Institutions contacted during data collection

The following is a list of organizations and institutions contacted during the data collection exercises. Leading NGOs were contacted, and data related to public awareness campaigns such as themes, year and locations were requested.

- ❖ AGA Rwanda
- ❖ Albertine Rift Conservation Society - ARCOS
- ❖ Association pour la Conservation de la Nature - ACNR
- ❖ Association Rwandaise des Ecologistes - ARECO Rwanda nziza
- ❖ BIOCOOP
- ❖ Centre of Excellence in Biodiversity and Natural Resources – CoEB
- ❖ Conservation Heritage – Turambe
- ❖ Dian Fossey Gorilla Fund International (DFGFI) Karisoke
- ❖ Forest of Hope Association
- ❖ Nature Rwanda
- ❖ Partners in Conservation
- ❖ Radio Salus
- ❖ Regional Network for Conservation Educators in Albertine Rift - RNCEAR
- ❖ Rwanda Development Board
- ❖ Rwanda Environment Management Authority
- ❖ Rwanda University Club for the conservation of Biodiversity -RUCCB
- ❖ Rwanda Wildlife Conservation Association - RWCA
- ❖ We Do Green Organization

ANNEX 2: Sample of Questionnaire used to collect information

Name of Organization:			
Nº	Theme of the campaign / Title of the Project	Year	Location
1			
2			
3			
4			

NB: *Public awareness can be in the form of:*

- Seminars
- Workshops/conferences
- Communication materials (brochures, posters, videos, etc.)
- Exhibitions
- campaigns
- Visitors' days
- Field days
- Media (newspapers, radio, TV)
- Websites and other internet-based tools

ANNEX 3: Selected Public Awareness Campaign Conducted by RUCCB

Rwandan University Club for Conservation of Biodiversity		
Theme / Project	Year	Location
World Migratory Bird Day Celebration	2016	Huye District
The Second Conversation on Conservation and Exhibit	2016	Kigali city
Kwita Izina Event	2016	Musanze
THE VISION, Monthly Newsletter	2013 - Now	Huye Campus
Promoting Youth Centred Approaches to Conservation	2017	Huye Campus
Environment and Climate Change Mainstreaming and Sustainable Management of Gishwati-Mukura NP	2018	Rubavu District
Bird watching at arboretum of Ruhande and Rwasave wetland.	2018	Huye District
Public talk to community members living adjacent to MUHABURA Volcano	2018	Burera District
Public talk on Climate Change Mitigation and Wastes Management in Gicumbi	2018	Gicumbi District
Conversation on Conservation (COC) and KWITA IZINA ceremony	2018	Kigali city and Musanze District
Birds watching	2018	Arboretum forest
RUCCB established Tumba Environmental Club	2018	Huye District
Study tour for raising awareness on LAFREC activities	2018	Gishwati
Public talk about climate change mitigation	2019	Radio Huye
World Wetlands Day	2019	Huye district
Green Drinks Event	2019	Kigali
Public talk on International Day of Forests	2019	Radio Huye
Effective communication in conservation activities	2020	Huye Campus
Radio talk on “Endangered species in Rwanda and how can we save them.”	2020	Radio Huye

ANNEX 4: Selected Public Awareness Campaign Conducted by CoEB

Center of Excellence in Biodiversity and Natural Resource Monument (CoEB) / University of Rwanda		
Theme	Year	Location
Talk on Radio Salus on the importance of biodiversity	2017	Huye
The talk on Radio Salus about CoEB commitment in green economy and sustainable development	2018	Huye
Talk on Radio Salus about 2018 World Day to Combat Desertification (WDCD): Land has true value. Invest in it	2018	Huye
Talk on Radio Salus about the World Wetlands Day 2019, Theme: Wetlands and Climate Change	2019	Huye
Talk on Radio Huye on Ozone Layer Depletion	2018	Huye
Disease Ecology Seminar for master's Students and Late Bachelor Students	2019	Huye
Field Trip for master's Students who won a grant to do their theses under the Landscape Approach to Forest Restoration and Conservation at REMA	2019	Rutsiro and Ngororero
Training on Climate Change and Sustainable Development Governance	2019	Kigali
Public Talk on The Economics of Ecosystem Services and Biodiversity: Valuation of protected areas in the Greater Virunga Landscape	2019	Huye
Promoting Links Between the Worlds of Science and Policy in Order to Develop Biodiversity Indicators in the Buffer Zones of Protected Areas in Rwanda.	2018	Huye
Connecting People with Nature at Ikibondo Primary School.	2019	Huye
Celebrating the International Day of Biodiversity 2017, Theme: Biodiversity and Sustainable Tourism at National Ethnographic Museum of Rwanda.	2017	Huye

ANNEX 5: Selected Public Awareness Campaign conducted by Forest of Hope Association

Forest of Hope Association		
Theme	Year	Location
Increasing local awareness about the importance of the Gishwati Forest Reserve and the primates that it shelters, Rwanda	2013-2014	Gishwati area (in four Sectors adjacent to the forest).
Increasing local awareness about the ecological importance of the Gishwati Forest Reserve, Rwanda	2014 – 2015	Gishwati area (in four Sectors adjacent to the forest).
Increase awareness on Gishwati biological and ecological functions and communicable diseases between people and primates among the local community (using Communication materials.	2015 – 2016	Gishwati area (in four Sectors adjacent to the forest).
Using debate as a tool to increase young people understanding about the ecological attributes of Gishwati National park, Rwanda.	2015 – 2016	Gishwati area (in four Sectors adjacent to the forest).
Awareness campaigns to increase local communities about the negative effects of mining inside GMNP and promoting best practices.	2018-2019	Gishwati area (in four Sectors adjacent to the forest).

ANNEX 6: Selected Public Awareness Campaign conducted by ARCOS

Albertine Rift Conservation Society			
Nº	Theme	Year	Location
1	Workshop held in Kigali: Building Regional Biodiversity Information Systems (Bioinformatics) in the Albertine Rift	2011	Albertine Rift Region
2	Great Lakes Forum on Freshwater Ecosystems	2013	Rwanda
3	Stakeholders Engagement for Informed Decision-Making, Threats Mitigation and Sustainable Freshwater Services Management in the Great Lakes Region of East and Central Africa	2013	Great Lakes Region
4	Albertine Rift Environment Impact Assessment and Environmental Strategic Assessment. Leadership workshop.	2013	Great Lakes Region
5	Press release: A Valuation Study Shows That Mukura is One of The Most Productive Forests if Proper Investment is Made to Enhance And Sustain Its Services	2014	Rwanda
6	Africa Regional Mountains Forum (held in Tanzania in 2014, and in Kigali 2018)	2014, 2018	Africa Mountains
7	The Albertine Rift Environment Impact Assessment (EIA), Leadership Building.	2015	Albertine Rift region
8	Regional workshop: Promote Sustainable Mountain Development in Africa	2015	Africa Mountains
9	World Mountains Forum (held in Uganda)	2016	Africa and Worldwide
10	Regional Dialogue held in Kigali: <i>Balancing Environment and Development through ESIA¹ in the Albertine Rift</i>	2017	Albertine Rift Region
11	Community to Community Exchange in Rwanda	2017	Rwanda

¹ ESIA: Environmental and Social Impact assessment

ANNEX 7: Selected Public Awareness Campaign conducted by DFGFI

DFGFI		
Theme	Year	Place of implementation
Nature clubs training on environmental protection	2015-2020	Fifteen primary schools from twelve sectors around VNP
Citizen science programs in secondary schools	2008-2020	Nine secondary schools, 5 of them are around VNP others 4 are located in Musanze city
Conservation debate for secondary students	2017-2020	Nine secondary schools, 4 of them are around VNP others 4 are located in Musanze city
Conservation movies in community	2008-2020	Twelve sectors around VNP
Annual local leader's conservation workshop	2008-2020	Four districts around VNP
Connect young kids to the nature by visiting golden monkeys and Karisoke exhibit.	2008-2020	Fifteen primary schools from twelve sectors around VNP
Campaign in helping protect gorillas through world gorilla day	2018-2020	Primary school students
Campaign in helping to conserve birds through world migratory birds	2019-2020	Secondary school students
Publications of conservation messages through social media.		Social media and Web
Exhibition & museum	2008-2020	Karisoke
Conservation Seminars	2003-2020	
Kwita Izina Soccer campaign	Since kwita izina-2013	Primary schools around VNP.
Radio drama about conservation on Radio	2008-2012	Country
Online campaign (Gorilla and community engagement in conservation) about 3/week quiz	Their Social media and Web	