

Factsheet: Vol. 5

Project Public Relations SNS Tools

The Project on Capacity Development for Sustainable Forest Resource Management in Solomon Islands

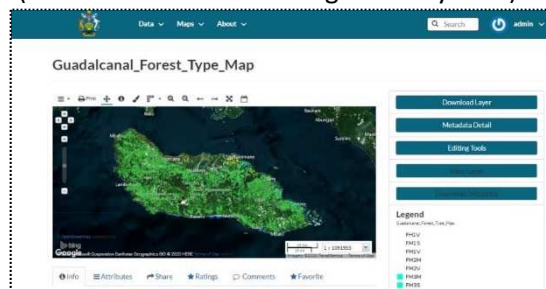
Promotions Field Activities Online Trainings Drone Surveys Drone Trainings

Background

The MOFR-JICA Project supported the development of the MOFR website, including the JICA Project information page. In addition to general public relations through this website, the Project has prepared several SNS tools such as a YouTube Channel, Facebook Group, and Twitter account to enhance information sharing and exchange.

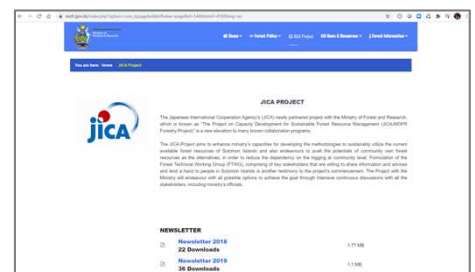
SolGeo-FIMS

(Forest Information Management System)



MOFR Website

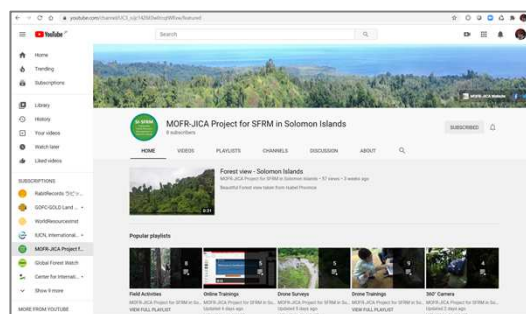
<https://www.mofr.gov.sb>



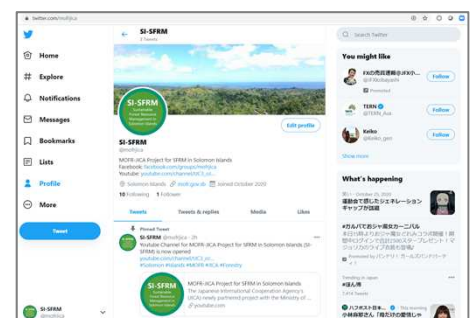
JICA Project Page

<https://www.mofr.gov.sb/en/jica-project>

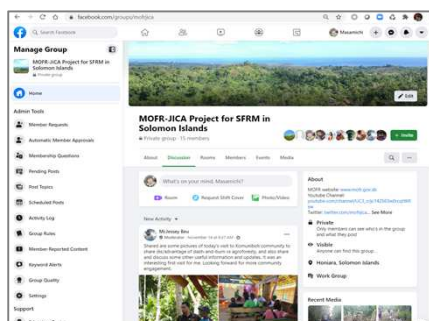
www.youtube.com/channel/UC3_oJc14Z6E0w0rcqtWRxw



<https://twitter.com/mofrjica>



www.facebook.com/groups/mofrjica



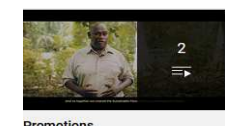
YouTube Channel www.youtube.com/channel/UC3_oJjc14Z6E0w0rcqtWRxw

Video Promotion/Storage & Manage/Dissemination

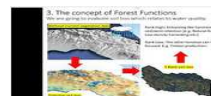
All SFRM project activities are uploaded and published on YouTube for public viewing. This includes activities in the community, training, and public awareness. YouTube channel can be access at the address above.

The screenshot shows the YouTube channel page for 'Sustainable Forest Management in Solomon Islands' (SI-SFRM). The channel has 50 subscribers. The main video is titled 'Sustainable Forest Resource Management in Solomon Islands...' with 403 views, posted 8 months ago. It is a promotion video for SI-SFRM, with links to Facebook and Twitter. Below the main video are several playlists: 'Promotions', 'Field Activities', 'Online Trainings', 'Drone Surveys', and 'Drone Trainings'. Each playlist contains multiple videos with thumbnails and titles. For example, the 'Field Activities' playlist includes 'GPS transect walk demo 1' through '3' and 'Participatory land use planning 1' and '2'. The 'Online Trainings' playlist includes 'Sol-FIMS Administration: Part 1' and '2', 'Inventory Survey Analysis: Day1 morning' and 'Day1 afternoon', and 'Forest Function Assessment: Day2 morning'. The 'Drone Surveys' playlist includes 'Drone survey demo 1' through '4' and 'Drone 3D analysis (Komuniboli)'.

Currently opened to public for demo but setting to private or limited access is possible



This is a promotional video that features the important aspect of the JICA-SFRM project roles for Sustainable forest management.



Communities' engagement and participatory land use planning awareness and training.

This is an online training on Geonode tool conducted by JICA local consultants

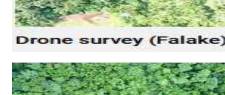
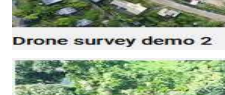
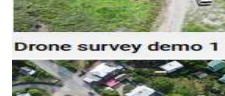
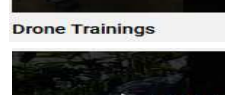
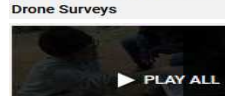
Forest analysis and functional assessment



This is a video of the field activities and a GPS transect walk demonstration



This is an online training on Geonode tool conducted by JICA local consultants



Drone surveys and training conducted by JICA to local stakeholders of the JICA-SFRM project

Drone surveys and training conducted by JICA for Falake and Komuniboli



Drone trainings for community participants

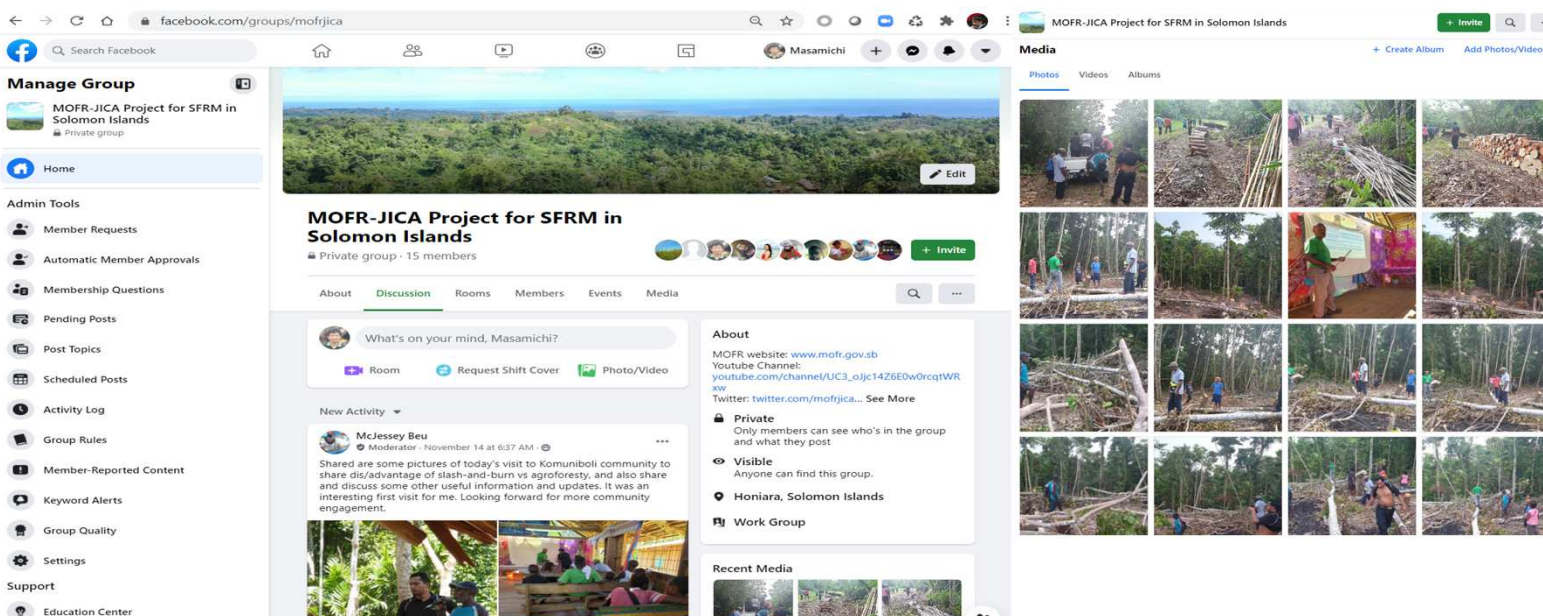


360 camera trainings for community participants

Facebook Group www.facebook.com/groups/mofrjica

Platform for Forest Resource Information Exchange

Facebook is one of the most effective tools for collaborating and disseminating forest information about forest activities.



Currently set as private (accessible only by invited accounts until the contents are agreed upon and approved)

Twitter Account <https://twitter.com/mofrjica>

Spreading Information/Posting to an Unspecified Number of People



There are not many Twitter users in Solomon Islands but other donors and institutes programs/projects use it to post information.

Facebook Group: Concept

Purpose:

To disseminate SFRM information to Solomon's forest-owning communities via data communications (particularly Facebook, the country's most popular), which are starting to spread throughout the country.

Content of the delivery:

(Assuming a timeline and synchronizing the numbers with the example delivery shown below):

1. Distribute content (e.g., videos, etc.) that is likely to be popular with many communities and have MOFR staff invite many communities to register to the group.
2. Encourage SFRMs to communities contemplating large scale harvesting when there is some level of membership enrolled in the group.
3. Specific SFRM information.
4. Do 1 to 3 above for about 6 months (TBA) Repeat in cycles. Content (especially video) will be distributed as soon as it is good enough, taking into account MOFR's requests. Basically, it is envisaged that the distribution will be one-sided from MOFR-JICA, but if opinions and questions are raised by the community, they will be politely responded to within the scope of administrative services.

Delivery example:

- 1-1. Deliver the SFRM video that we are currently trying to commission a local company to create.
- 1-2. Timber prices by tree type for each month (the Ministry of Forestry Research relies on timber prices published by ITTO and therefore links to ITTO's web site) are presented.
- 2-1. Present good examples of SFRM (videos of project pilot site activities and activities that have been carried out to date) and, where possible, examples of failure due to large-scale logging.
- 2-2. Deliver Forest Policy and show how important community forests are.
- 3-1. Present a list of lumber board buyers (results of last year's survey by the project).
- 3-2. Introduce the high value-added special forest products currently being investigated by the project.
- 3-3. Introduce wood and non-timber forest products (furniture, daily woodwork, charcoal, mushrooms).
- 3-4. Agro-Forestry (a PowerPoint created by Yamauchi-san and a video of AF activities at the pilot site).
- 3-5. Provide planting methods for each type of tree (seeds sold and distributed by the Forestry Department and their planting methods in possession).
- 3-6. Disseminate data on logging and sawmilling (video of activities at the pilot site, which was conducted next).

The local staff in charge (and the Communications Officer on the MOFR side) will distribute these contents (and new contents as soon as they are completed) about twice a month (until the end of the project).

YouTube Channel: Concept

Purpose:

The YouTube channel's goal is to provide a visualization of community activities and forest management trainings. The plan is to disseminate SFRM information to Solomon's forest-owning communities through multimedia formats and the use of YouTube, a popular media outlet for multimedia files.

Content of the delivery:

(Assuming a timeline and synchronizing the numbers with the example delivery shown below):

1. Distribute content (e.g., videos, etc.) that is likely to be popular with many communities and have MOFR staff invite many communities to register to the group.
2. Encourage SFRMs to communities contemplating large scale harvesting when there is some level of membership enrolled in the group.
3. Specific SFRM information.

Delivery example:

- 1-1. Deliver the SFRM videos on Forest management activities conducted by JICA-SFRM staff.
- 1-2. Present good examples of SFRM (videos of project pilot site activities and activities that have been carried out to date) and, where possible, examples of failure due to large-scale logging.
- 3-5. Provide necessary trainings to communities and other important stakeholders.
- 3-6. Disseminate data on logging and sawmilling (video of activities at the pilot site, which was conducted next).

The video contents on this platform will be regularly update as and when sustainable forest management activities were captured.