



EMERGING TECHNOLOGY & PRACTICE FOR CONSERVATION COMMUNICATIONS IN AFRICA

A REPORT ON THE STATE OF THE ART AND TRENDS
WITH RECOMMENDATIONS FOR USAID



June 2012

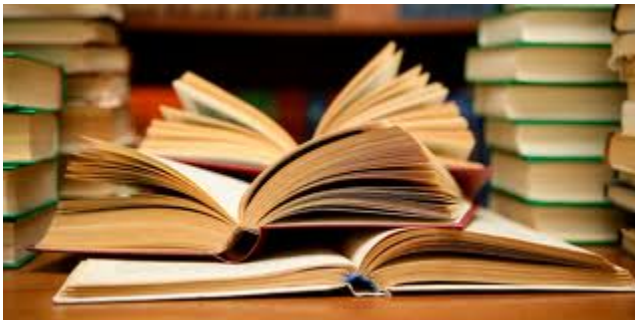
Version 1.1

This report was produced for review by the United States Agency for International Development (USAID). It was prepared by International Resources Group (IRG).

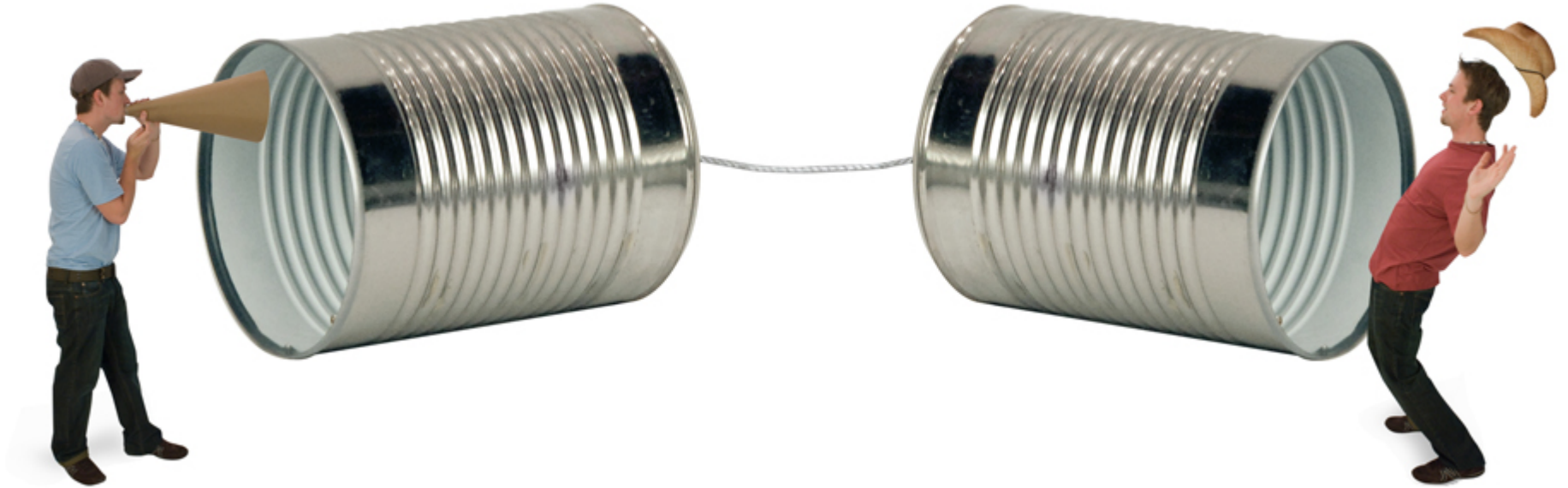
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February 5, 2013

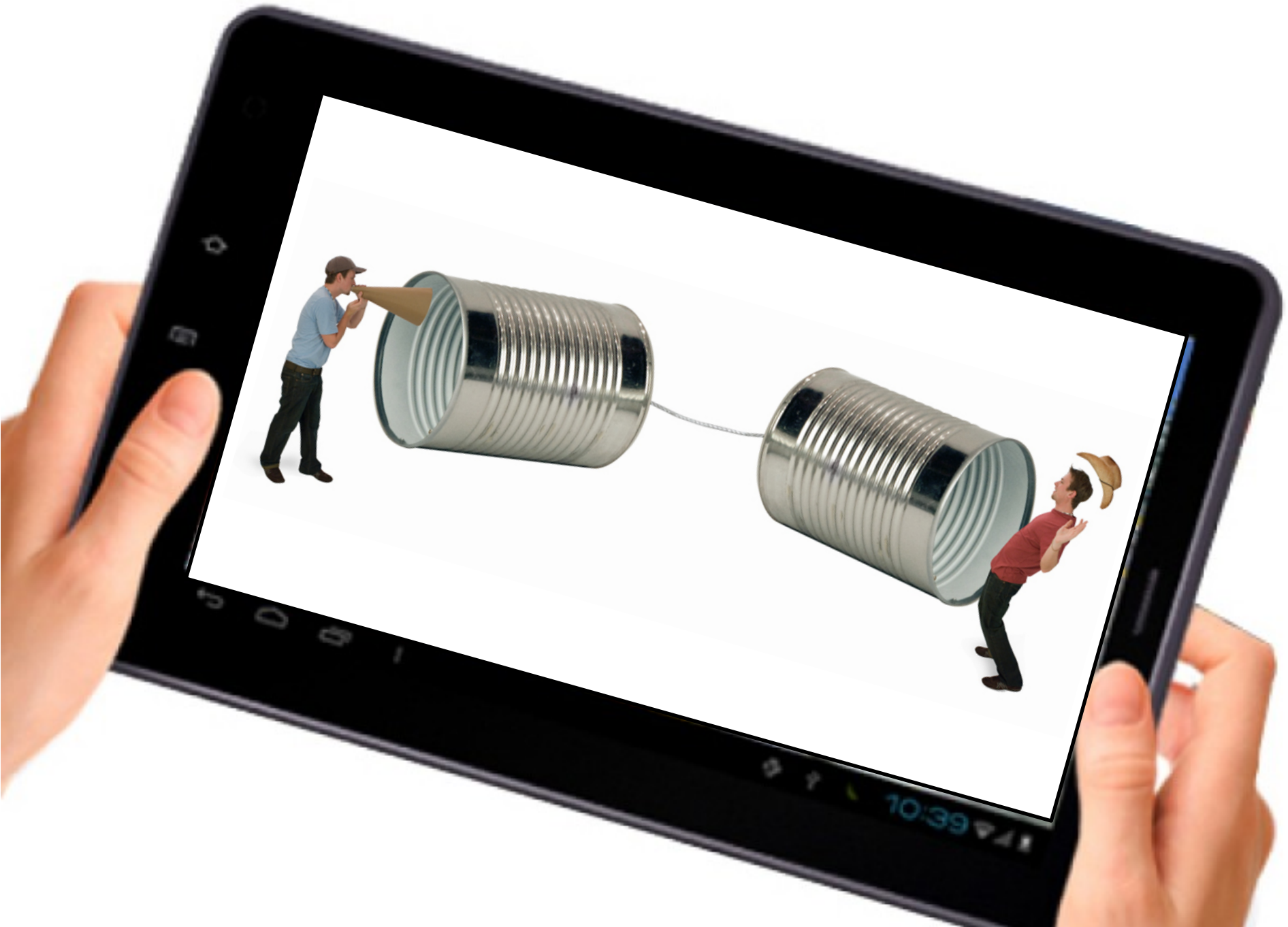
Study Approach

- Desk studies
- Key informant interviews
- Focus group discussions
- Online survey



Evolution of ICTs





[Emerging] Trends

- Open data
- Open source software
- Cloud computing
- Social software
- Mobile
- Mash-ups, bar camps and hackathons

Examples from Beyond Conservation



Financial services

- M-Pesa – Kenya
 - Started in 2007 – approaching 15 Million users
 - Mobile banking without formal services



Agriculture

- Esoko (Tradenet)
West Africa
 - Started in 2005 –
working in more
than 16 countries
 - Value chains for
transparency and
organizational efficiency



Health

- TRAC Plus –
Rwanda
 - Started 2005 – ARV adherence – grew to a national program for Malaria, TB and more



CARPE

- Central African Regional Program for the Environment (CARPE) is a USAID initiative to promote sustainable natural resource management in the Congo Basin
- Aim to reduce the rate of forest degradation and loss of biodiversity by supporting increased local, national, and regional natural resource management capacity

Information Management Tool
CENTRAL AFRICAN REGIONAL PROGRAM FOR THE ENVIRONMENT

[Information Management Tool Home](#) [CARPE Home](#) [Français](#)

Select a Landscape by clicking on the image below or the list to the left

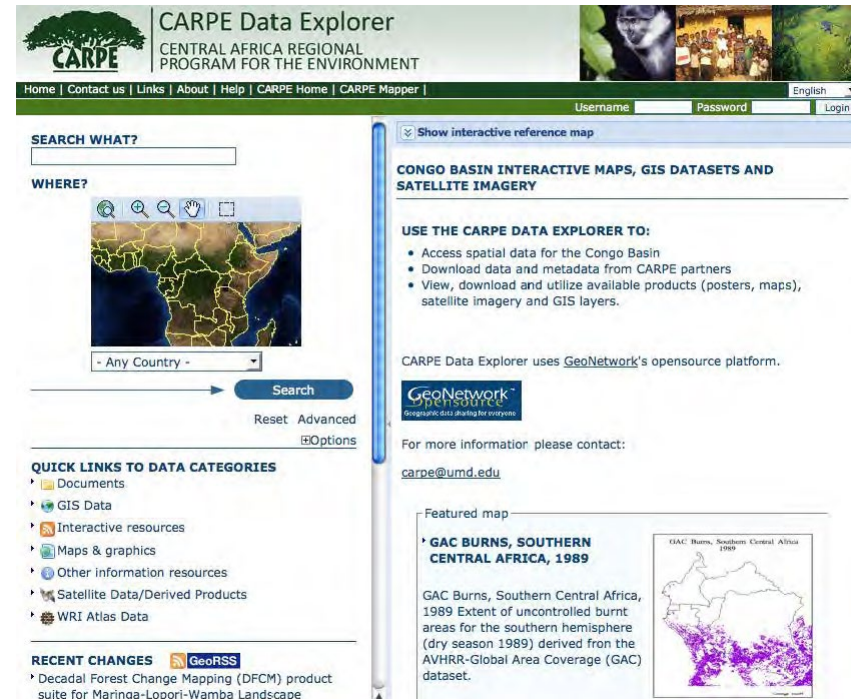
Landscape: Monte Alen-Mont de Cristal

Macro-zones

| | | | | | | | |
|-----------------|-------------------|------------------------|----------------------------|---------------------------|---------------------------|-----------------|-------------|
| Consortium Team | Land Use Planning | Ecological Information | Socio-Economic Information | Stakeholder Participation | Implementation Activities | Activity Budget | Macro-zones |
|-----------------|-------------------|------------------------|----------------------------|---------------------------|---------------------------|-----------------|-------------|

CARPE Communications and ICT

- Information Management Tool (IMT)
- CARPE Data Explorer
- Satellite derived maps
- Document repository
- Video and community participation



The screenshot displays the CARPE Data Explorer website. The header includes the CARPE logo and the text "CARPE Data Explorer CENTRAL AFRICA REGIONAL PROGRAM FOR THE ENVIRONMENT". A navigation bar contains links for Home, Contact us, Links, About, Help, CARPE Home, and CARPE Mapper. Below the header, there is a search section with a "SEARCH WHAT?" input field and a "WHERE?" section featuring a map of Africa and a dropdown menu for "Any Country". A "Search" button is present, along with "Reset" and "Advanced" options. The main content area is titled "CONGO BASIN INTERACTIVE MAPS, GIS DATASETS AND SATELLITE IMAGERY" and includes a list of features: "USE THE CARPE DATA EXPLORER TO:" followed by bullet points about accessing spatial data, downloading metadata, and viewing products. Below this, it mentions the use of GeoNetwork's opensource platform and provides contact information: "carpe@umd.edu". A "QUICK LINKS TO DATA CATEGORIES" section lists various data types like Documents, GIS Data, and Interactive resources. A "RECENT CHANGES" section highlights a "Decadal Forest Change Mapping (DFCM) product suite for Maringa-Lopori-Wamba Landscape". A "Featured map" section displays a map titled "GAC BURNS, SOUTHERN CENTRAL AFRICA, 1989" with a description of uncontrolled burnt areas and a small map thumbnail.

STEWARD

- The Sustainable and Thriving Environment for West African Regional Development (STEWARD)
- A joint effort between USAID and the US Forest Service to:
 - increase collaboration, improve regional natural resource management, promote transfer of knowledge among countries at a regional level, and initiate trans-boundary development projects at select sites within the Upper Guinean forest region of West Africa.

STEWARD Communications and ICT

- Newspaper articles
- Radio broadcasts
- Screenings of documentaries
- Chimpanzee Theater Outreach Troup
- Video documentaries
- Database of GIS/Maps of Sustainable Livelihood activities
- Television interviews/reports
- STEWARD quarterly bulletins
- FRAMEweb.org
- Weekly STEWARD FORUM
- Murals on NRM



Conclusions from CARPE & STEWARD

- **CARPE**

- Standard methods for project planning and management and adaptive management are vital for integration
- Radio for REDD, biodiversity conservation, bushmeat and trafficking will help extend the project's reach
- Updating the web platform is an important investment to extend access/reach
- Solar will be a source to watch for both

Conclusions from CARPE & STEWARD

- **STEWARD**

- Partnership with FRAMEWeb is important – additional staff will help extend social media reach
- Expected move into wider use of newspapers, radio and theater for local communications is a logical extension of early successes – Building broad staff engagement helps sustainability
- Exploration of alternatives for video and mapping could boost access and usability

Focus Group

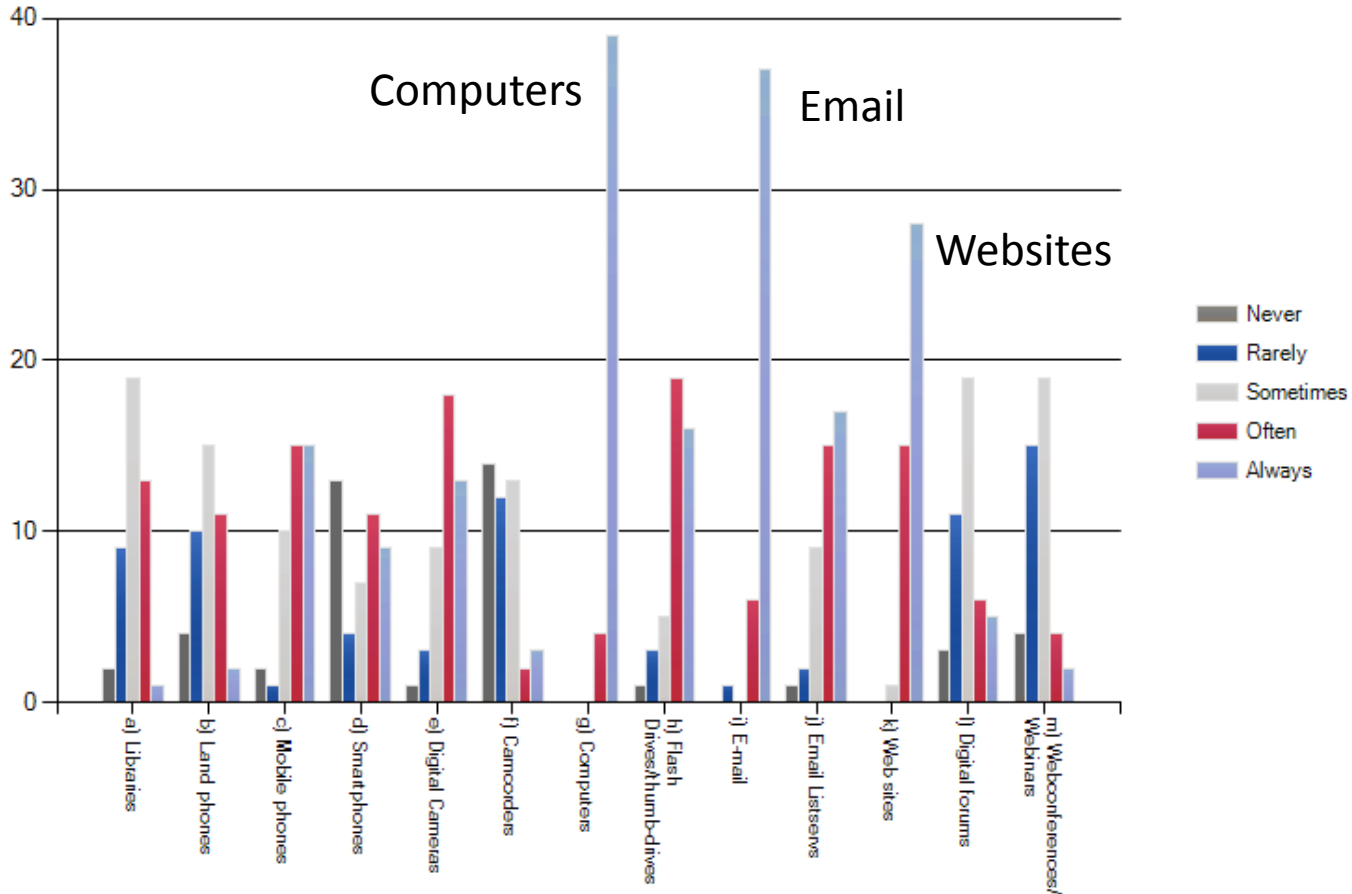
- What different forms of communication exist in Africa (e.g radio, dramas, newspaper, posters Internet). How are they used?
- How has the concept of “Mobile Money” been realized in various projects in various countries?
- How are we using emerging tools and how can we better plan for soon-to-be emerging tools in communication?
- Do solutions like low-bandwidth versions of websites offer useful options?

Focus Group Takeaways

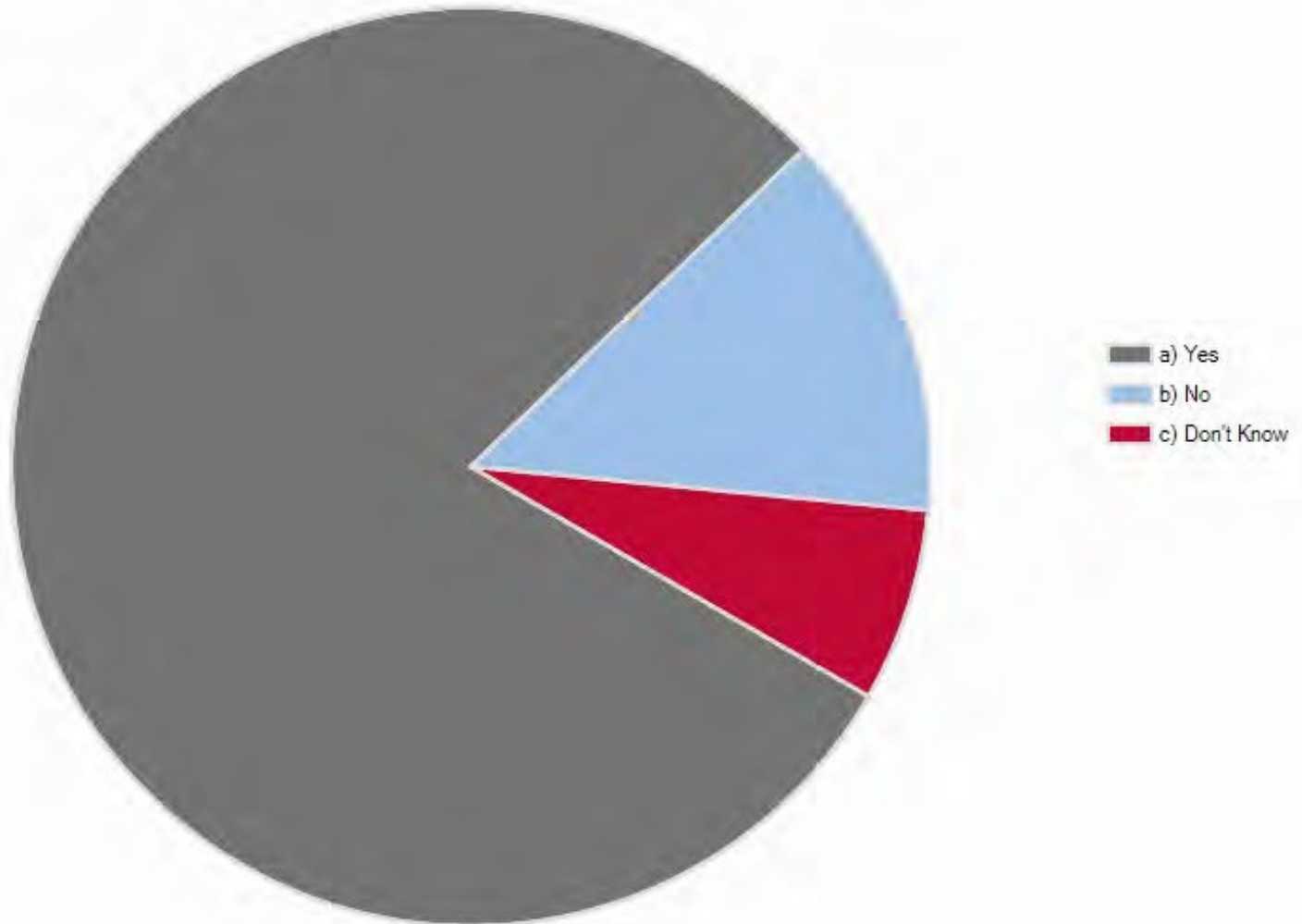
- Conservation is fundamentally different from other development practices. The scale and scope can be vastly greater.
- It is important to identify how best to connect partners with appropriate ICT tools.
- Consider ICT in Africa against emerging energy options – solar etc.
- Improved ability to conduct effective needs assessments will help adapt to local settings

Online Survey Results

Please indicate the EXTENT to which you USE the following INFORMATION AND COMMUNICATION TECHNOLOGIES (ICTs) (a range of electronic technologies) for your environmental conservation work.



My organization currently USES SOCIAL MEDIA to build networks, maintain relationships and share information about work across its many geographic and organizational boundaries.



Principle Recommendations

- Use collaboration and partnerships to fill gaps in access to ICTs
- Include ICTs in initial design – not as afterthought – in local contexts
- Think standards and inter-operable – plan to capture and connect data

Program Approaches

- Adaptive management to learn while doing
- After Action Reviews and Peer Assists to help manage complex situations
- Iterative ICT development to build from small successes
- Use existing networks like ABCG to connect practitioners

Thank you!

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