



Funded by  
the European Union

IMPLEMENTED BY



EXECUTED BY



Sustainable Forest Livelihoods  
for Communities in Guyana and Suriname

# COMMUNICATIONS STRATEGY

April 2024  
Prepared by WWF-Guianas

# CONTENTS

1. INTRODUCTION	2
2. STAKEHOLDERS	3
3. TARGET AUDIENCES	8
4. COMMUNICATION ACTIVITIES	9
5. COMMUNICATING WITH STAKEHOLDERS	11
6. STRATEGY AND ACTION PLAN	12
7. PROJECT BRANDING AND VISIBILITY REQUIREMENTS	16
8. APPENDICES	18

# 1. INTRODUCTION

The 'Sustainable Forest Livelihoods (SFL) for communities of Guyana and Suriname' is a four-year project intended to maintain healthy forests and natural resources in these ecologically rich countries through improving community resource management. The project is

financed by the European Union and implemented by the Agence Française de Développement (AFD). WWF-Guianas and the Foundation for Production Control and Forest Management (SBB) are the two implementing partners of SFL.

## 1.1. SFL PROJECT OBJECTIVE

**The overall objective of the project is to maintain healthy forests and natural resources in Guyana and Suriname.**

The project's objective is supported by three outcomes, of which outcomes 2 and 3 will be directly implemented by WWF-Guianas in Guyana and Suriname. Communications for outcome 1 are therefore not planned under this CS.

**OUTCOME 1:** Reinforced institutional governance for effective forest monitoring and management at national level in Suriname *(NB: implemented by SBB)*

**OUTCOME 2:** Strengthened sustainable local community governance in Suriname and Guyana.

**OUTCOME 3:** Enhanced sustainable nature- and forest-based livelihood opportunities for communities in Suriname and Guyana.

Further, the project will finance sustainable community enterprises and livelihoods, and support implementation of a sustainable financing mechanism to support sustainable community development.

The nature of these outcomes presents an inherent need for strategic and effective communication and engagement with diverse stakeholder groups, from the highest level of government to grassroots communities. To ensure that communication activities are targeted and consistent throughout the SFL project, WWF-Guianas developed this communication strategy.

## 1.2. SCOPE, PURPOSE, AND OBJECTIVES

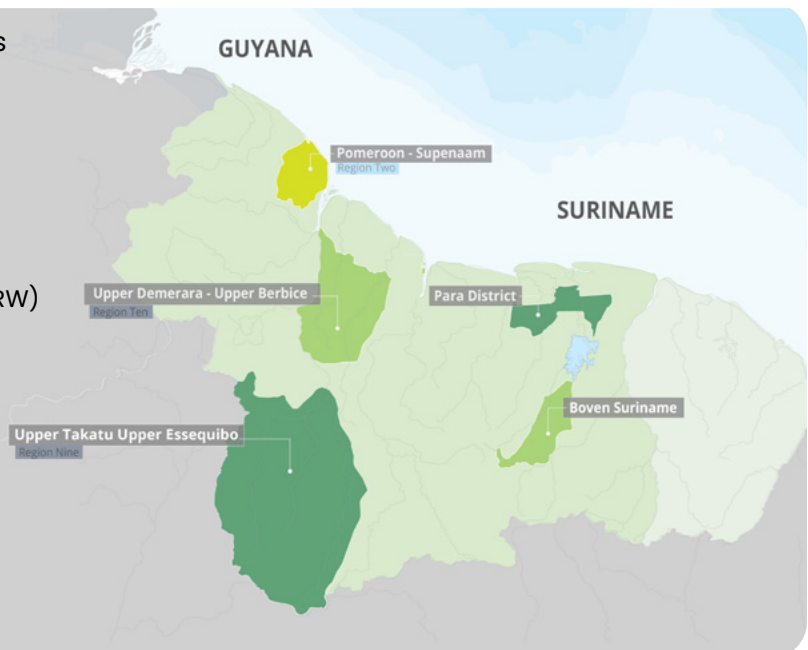
SFL's geographic scope encompasses key areas in Guyana and Suriname.

### Guyana:

- Region 2 (Pomeroon – Supenaam)
- Region 9 (Rupununi),
- Region 10 (Upper Demerara-Berbice)

### Suriname:

- Upper Suriname River Watershed (USRW)
- Para region.



### 1.3. PURPOSE AND OBJECTIVES

This CS considers the communication needs, interests, and requirements of the communities in the regions of both countries, along with governmental, non-governmental, private sector and other stakeholders who will support the project's success.

The primary purpose of this CS is to raise awareness and appreciation for the SFL project, to communicate its main results and impacts, and to build a network of support among practitioners and influencers, such as the media, for successful implementation over the project's lifespan. It will establish project visibility by identifying targeted messages and appropriate high-quality project communications materials and awareness products.

This strategy will guide communication actions under the SFL project in Guyana and Suriname. Since the project comprises an inception and implementation phase, the CS's objectives provide unique communications

outcomes while maintaining strategic alignment throughout the plan.

#### The CS's objectives are to:

1. Raise awareness of and acquire support for the implementation of the sustainable forest livelihoods project in Guyana and Suriname.
2. Promote and disseminate the project impacts and results.
3. Keep stakeholders informed of project implementation milestones.
4. Provide a framework for effective communication and engagement with stakeholders during the implementation phase.
5. Guide for generating, managing, and disseminating communication, knowledge materials, and products.

Project visibility will be featured across all objectives and their respective activities. Where formal partnerships with stakeholders are formed, all communications activities will be required to adhere to these objectives and guidelines.

### 1.4. ABOUT THE SFL PROJECT PARTNERS

#### European Union



The European Union (EU) is a political and economic alliance of 27 countries. The EU was formed with the desire to achieve peace in Europe, and its policies are tailored to ensure the free movement of people, goods, services, and capital among its member states. The EU is home to around 447 million people, which is around 6% of the world's population.

#### The Agence Française de Développement



The Agence Française de Développement (AFD) funds,

supports and accelerates the transitions to a fairer and more sustainable world. Focusing on climate, biodiversity, peace, education, urban development, health and governance, the AFD carries out more than 4,200 projects in France's overseas departments and

territories and another 150 countries. In this way, AFD contributes to its commitment to support the sustainable development goals worldwide.

#### WWF-Guianas



WWF is one of the world's largest and most experienced independent conservation organisation, working in more than 100 countries across the world. Our mission is to build a future in which people live in harmony with nature. It is in this context that WWF wants to work together with the people of Suriname and Guyana to conserve our natural heritage for human well-being for now and for generations to come.

#### Foundation for Forest Management and Forest Supervision



SBB aims to promote a sustainable, optimal use of the forests of Suriname in general and of the forests intended for wood production in particular by applying the guidelines given in the Forest Management Act 1992 and other relevant laws and regulations.

## 2. STAKEHOLDERS

With the project's primary target group, 48,000 in Guyana and 20,000 in Suriname, spanning communities, central and local governments, civil society and non-governmental organizations, training and research institutions, and the private sector, a vast network of relationships must be built and well maintained to achieve

the project's outcomes. To organise our approach to communicating with these diverse stakeholders, a stakeholder mapping exercise was conducted to identify all stakeholders and their foreseen role as practitioners, beneficiaries, influencers, or interest groups (box 1).

### BOX 1: SFL STAKEHOLDER ROLES

#### **PRACTITIONERS:**

Governmental, non-governmental and private sector bodies, that manage natural resources and/or support community development and value chains within the project's geographical area of focus.

#### **BENEFICIARIES:**

Main users of forests and natural resources in the project's landscapes who will receive direct community support for sustainable livelihood projects

#### **INFLUENCERS:**

Are stakeholders who can significantly influence project success and its long-term sustainability. This group does not have an interest but wields power and influence that can help the project along.

#### **INTEREST GROUPS:**

Are stakeholders who can provide technical, financial and/or networking support to achieve the project's outcomes also contribute to sustainability beyond the project's lifespan.

Further, the appropriate level of engagement - partner, involve and engage, consult or inform - for each stakeholder was determined based on their influence and interest in the project.

### BOX 2: LEVELS OF ENGAGEMENT BASED ON INFLUENCE/INTEREST

#### **PARTNER:**

Generally, stakeholders with high influence over and interest in the project, and without whom, project success is unlikely, would be prioritised for communication and engagement and be kept apprised of project implementation progress. Partners are those organisations with whom the project will enter into formal agreements for implementation of specific activities, or for information sharing and/or technical support. Since this CS is developed before the project's four-year workplan is finalized, there are multiple organizations tagged as potential partners which will be confirmed later in the project.

#### **INVOLVE AND ENGAGE:**

Stakeholders with high influence over project outcomes but have a low interest (neither positively nor negatively) in the project must be continuously updated on project implementation, offered opportunities to publicly endorse the project, and generally be involved to increase their interest from negative or neutral to positive.

#### **CONSULT:**

This group of stakeholders have high interest in project success and activities but relatively low influence over the achievement of outcomes. Their interest means that when called upon, they can act as advocates at a national and/or local levels. They should be kept informed and involved in areas of mutual interest.

#### **INFORM:**

These stakeholders have little influence over project success and little interest. To maintain a level of interest, they should be kept informed on project milestones and significant developments that may impact them. By doing so, they can remain aware of the project's status and the role they play in it, even if their involvement is minimal. Additionally, it is important to note that these stakeholders can still provide valuable feedback and perspectives; therefore, their input should be considered when appropriate.

From the above processes, the stakeholder mapping results for Guyana and Suriname are provided respectively in Tables 1 and 2, where stakeholders are organised based on their approach to engagement and roles in the project. Detailed stakeholder spreadsheets are available as external documents and are being updated and managed by the SFL team.

Table 1: Main stakeholders – Guyana

KEY STAKEHOLDERS	ROLE IN THE PROJECT	TYPE
<b>Partner</b>		
Selected communities, Community-based organizations and Community Forest Organisations (CFOs) in Regions 9,10, and Region 2	Beneficiaries	Community, Community groups
Guyana Forestry Commission	Practitioner	Government
National Toshias Council	Practitioner/ Beneficiary	Non-Governmental
Conservation International	Practitioner	Non-Governmental
The stakeholders below were identified as potential partners based on the value chains selected.		
Guyana Manufacturing Services Association	Practitioner	Private Sector
Guyana Tourism Authority	Practitioner	Non-governmental
Visit Rupununi, Tourism and Hospitality Association of Guyana (THAG)	Interest group	Non-governmental
Amerindian Peoples Association (APA)	Interest group	Non-governmental
Community-based groups (KMCRG, SRCS, SRDC, Cobra collective, Bina Hill Institute)	Practitioner/ (potential) Beneficiary	Community-based groups
Iwokrama International Center, Sustainable Wildlife Management Programme	Interest groups	Non-governmental, Academic/ research
Small Loggers Association	Interest group	Private sector
IICA	Interest Group	Non-governmental
<b>Involve and Engage</b>		
Ministry of Natural Resources, Ministry of Amerindian Affairs, Office of the Vice President/ LCDS Team	Practitioner	Government
Private Sector Commission	Influencer	Non- Governmental
<b>Consult</b>		
Regional Democratic Councils in Regions 2,9,10	Influencer	Government
Region 10 Tourism Committee	Interest group	Non-governmental
UN Food and Agricultural Organization	Interest group	Non-governmental
Forest Producers Association of Guyana	Interest group	Private sector
Ministry of Public Works	Interest group	Governmental
Linden Chamber of Commerce, Georgetown Chamber of Commerce	Influencer	Private Sector
Faculty of Agriculture and Forestry, UG	Interest group	Academic/ research

KEY STAKEHOLDERS	ROLE IN THE PROJECT	TYPE
<b>Inform</b>		
Protected Areas Commission, Environmental Protection Agency, Guyana Wildlife Conservation and Management Commission, Ministry of Agriculture (NAREI, GSA), Ministry of Tourism, Ministry of Labour	Influencers	Government
UN Small Grants Programme, Small Business Bureau,	Interest group	Non-governmental
Government and private media	Influencers	Government, Non-governmental

Table 2: Main stakeholders – Suriname

KEY STAKEHOLDERS	ROLE IN THE PROJECT	TYPE
<b>Partner</b>		
Community representatives (captains, village chiefs, basyas)	Beneficiary	Community-based
Tropenbos Suriname	Practitioner	Non-governmental
ACT Suriname	Practitioner	Non-governmental
Association of Recreational Resorts District Para	Interest group	Private sector
SBB	Practitioner	Government
Women associations in the Para and Upper Suriname districts (co-ops)	Beneficiary	Community-based
<b>The stakeholders below were identified as potential partners based on the value chains selected.</b>		
Private sector lumber associations	Interest group	Private sector
Community-based forestry organisations	Interest group	Community-based
VSB	Interest group	
Platform Lumber Industry Suriname	Interest group	Private sector
VBH (Association of Hinterland Lumber Producers)	Interest group	Private sector
Association of Suriname Lumber Union	Interest group	Private sector
Ministry of Transport, Communication and Tourism, Directorate of Tourism	Interest group	Government
Cooperative Redi Doti/Pierre Kondre	Interest group	Community-based
National Development Bank	Influencer	Government
Saamaka Maroon Communities with forest exploitation	Interest group	Community-based
Indigenous communities with forest Exploitation Para District	Interest group	Community-based
Community-based tour operators	Interest group	Community-based
Lodge owners Upper Suriname	Interest group	Private sector
ASFA	Interest group	Private sector
SHATA	Interest group	Private sector
United Tour Guides of Suriname	Interest group	Private sector

KEY STAKEHOLDERS	ROLE IN THE PROJECT	TYPE
SPSC (hydropower company)	Interest group	Private sector
<b>Involve and Engage</b>		
Association of Indigenous Village Leaders (VIDS)	Influencer	Community-based
Association of Samaaka Village Leaders (VSG)	Influencer	Community-based
District Commissioners (Ministry of Regional Development)	Influencer	Community-based
Saamaka Paramount Chief	Influencer	Community-based
Ministry of Regional Development	Influencer	Government
Ministry of Finance	Influencer	Government
Bureau of the President of Suriname	Influencer	Government
Bureau of the Vice-President of Suriname	Influencer	Government
Ministry of Land Policy and Forest Management (GMB)	Influencer	Government
Ministry Spatial Planning and Environment	Influencer	Government
Ministry of Justice and Police	Influencer	Government
<b>Consult</b>		
Ministry of Labour and Youth Affairs, including SURGE	Interest group	Government
RACO	Interest group	Government
FSC-certified lumber companies	Interest group	Private sector
Saamaka Museum (Pikin Sleen)	Interest group	Community-based
<b>Inform</b>		
Ministry of Health	Influencer	Government
Primary Health Care Suriname (Medische Zending Suriname)	Influencer	Government
NIMOS	Interest group	Government
The General Bureau of Statistics (ABS)	Influencer	Government
Ministry of Education	Influencer	Government
Granman Albert Aboikoni	Influencer	Community-based
NCCR (disaster relief organisation)	Influencer	Government
The National Assembly of Suriname	Influencer	Government

### 3. TARGET AUDIENCES

The target audiences for this communications strategy of the Sustainable Forest Livelihoods project in Guyana and Suriname will encompass a broad range of stakeholders directly or indirectly impacted by /or interested in forest conservation and sustainable livelihoods. With the project's primary target group at 48,000 in Guyana and 20,000 in Suriname, the activities outlined in this strategy will be focused on communities, central and local governments, civil society and non-governmental organizations, training and research institutions, the media, and the private sector.

#### Primary Target:

This includes local and indigenous communities living within or in proximity to forested areas, whose way of life and cultural heritage are deeply intertwined with the forest ecosystem. These communities are the project's primary beneficiaries, and their engagement is crucial to the success of any sustainable forest livelihood initiative.

#### Secondary target:

- This group includes **local government bodies and policymakers** who play a crucial role in governing and regulating forest resources. Their involvement ensures that the project aligns with national policies and contributes to the broader conservation and sustainable goals.
- **Non-governmental organizations (NGOs)**, particularly those focused on environmental conservation, indigenous rights, and sustainable development, are also key audiences in this category. Their expertise, networks, and advocacy efforts can amplify the project's impact and facilitate deeper community engagement.

- Furthermore, **international donors and partners** are considered an important audience. Keeping them informed about the project's progress and successes can secure ongoing and future support for conservation work in the region.
- The **private sector**, especially businesses that rely on forest resources or are involved in the forestry supply chain, is an important group for this communications strategy. Engaging with these stakeholders can promote sustainable business practices and foster partnerships that support the project's objectives.
- Lastly, the **broader public and media outlets** will be considered as a critical section of the target audience. Public awareness and support can create a favourable environment for policy changes and gain broader support for sustainable forest livelihoods.

**Language:** To make sure that our message is effectively communicated to our target audiences, we have taken a strategic decision to incorporate the local languages and dialects spoken in each of the communities we intend to communicate with. This enables us to create a more nuanced and personalised message that resonates with the local culture and values. Moreover, throughout this project, we will pay keen attention to the language usage patterns and cultural norms of communities. Using the local languages and dialects in some of our communication materials will build stronger relationships with the communities, foster better understanding and trust, and ultimately achieve our communication goals more effectively.

## 4. COMMUNICATION MESSAGES

The communication messages consist of vital information about and from the project that will be of interest and useful to stakeholders. Messages are grouped into project introductory messages and implementation updates (which include lessons learnt from the project). Further, a category of thematic messages caters to activity-specific information to be shared during the implementation phase.

### 4.1 PROJECT INFORMATION

A concise and accurate introduction to the project (based on the stakeholder audience) is crucial to capture the stakeholders' attention and interest and provide information to inform discussions on tenets for support and collaboration. Project introductory information will include the donor, implementors, project scope, intended landscapes and beneficiaries, and other implementation-relevant information based on the audience engaged. Additionally, presenters will emphasise the project's unique selling points and provide a brief overview of WWF- Guianas, AFD and EU.

### 4.2 UNIQUE SELLING POINT

This project's innovation lies in the development of the 'Barefoot Services Network' which will connect local communities and entrepreneurs to a web of localized services relevant to community needed along various links in the value chains. By building and nurturing horizontal and vertical relationships among producers, sellers and buyers within the landscapes, this network will outlive the SFL project lifecycle. Beneficiaries will further benefit from peer-to-peer exchanges to improve and sustain their enterprises. Additionally, this project will benefit from the perspectives and experiences of a project advisory committee that will include representation from government and grassroot partners.

### 4.3 PROJECT IMPLEMENTATION UPDATES

Key project implementation updates will be provided to various partners and stakeholders to maintain momentum and interest, improve transparency and trust, and sustain mutually beneficial relationships. Updates to stakeholders will be based on their role in the project and relevant information needs. Implementation updates will include milestones achieved and lessons learnt.

### 4.4 THEMATIC MESSAGES

Thematic messages will be developed based on engagement and outreach activities during project implementation. Key messages will be identified based on specific activities under Outcomes 2 and 3, such as the benefits of sustainable livelihoods, forest conservation and natural resource management, and ensure their incorporation in workshops, meetings and other communication materials and events. Where appropriate and timely, key messages will be tested with local partners and community representatives before they are finalized for publishing. These messages will be integrated and conveyed via various project activities and engagements (such as workshops) and relevant communication channels.

## 5. COMMUNICATING WITH STAKEHOLDERS

### 5.1 COMMUNICATION CONSIDERATIONS

The main project beneficiaries are indigenous and tribal forest-dependent communities. Due to their geographic location, SFL's communication approach, channels, and tools must be carefully selected.

Fortunately, most local communities in Guyana and Suriname have internet access. For this reason, online communication tools, audiovisual and print materials, and radio and television will be helpful for transmitting messages. In-person events and media channels will also be deployed strategically.

For Surinamese communities, messages will be translated into Sranantongo for the communities in the Para District and Saamaka for those in the Upper Suriname Region. Within the project landscape in Guyana, all communities in Regions 2 and 10 speak English and will not require translation. However, in Region 9, translation from English to Wapishana may be required based on the final beneficiary communities.

All engagements with communities will follow the guidelines of Free Prior and Informed Consent (FPIC), which are being developed during the inception phase. These guidelines will encompass consent for photos and other content used in published formats and recognition of intellectual property rights and ownership.

### 5.2 COMMUNICATION CHANNELS AND TOOLS

To effectively reach key audiences within the project areas and share messages and knowledge products, we will leverage dissemination channels both under and outside the management of the experienced WWF-Guianas communication team.

#### The following channels will be used in this CS:

- 1. Online media:** An SFL project website will be developed to enhance the project's online presence and visibility and share project information, including updates and lessons learned. The website will be linked to the WWF-Guianas and other partner websites in the project.
- 2. Social media:** SFL Facebook and Instagram page will be created, and the content will be shared on the existing WWF-Guianas accounts, including Instagram. An SFL WhatsApp channel and groups will be piloted to prompt the dissemination of messages in mobile data-friendly graphics formats.
- 3. Audiovisual:** Videos, brochures, posters, info/factsheets, banners, Voice messages
- 4. Conventional Media:** Radio and, to a lesser extent, television and newspapers will be used to reach audiences in remote regions of Guyana and Suriname.
- 5. In-person events:** In-person events will be held to share information and acquire stakeholder feedback. These will be especially important during the inception phase when stakeholder inputs inform the project's design.

### 5.3 BRANDING

In order to maintain a uniform and cohesive approach to the project's communication materials, it is necessary to ensure consistency in the logos, colours, typography, and messaging used across all applications. All tools and materials produced for this project will adhere to the donor's, AFD's, and WWF-Guianas guidelines for which direction is available in the Brand Guide developed for this project.

## 6. COMMUNICATION STRATEGY AND ACTION PLAN

To effectively execute this communications strategy, an action plan was developed. The action plan is structured into objectives, key activities and activity targets, communication channels, stakeholders, messages, and the channels and tools used for their delivery.

The table below is a directive: sub-activities will be implemented for each activity. Depending on the location and nature of the activity, it will be determined which communication channels are most appropriate and which stakeholders will be mobilized to get the message across. For example, for Suriname, an activity in

Upper Suriname requires a different way of communication (with other stakeholders carrying the message) than activities in Para. Moreover, to keep attention within the communities where we work, we will communicate in a targeted way. Project-wide communication will be done through the website and newsletters.

Table 3 below details the communication action plan for the inception and project implementation phases.

Activity	Activity Target	Stakeholders (WHO)	Message (WHAT)	Media (HOW)	Means of Verification	Timeline (year)			
						1	2	3	4
Objective 1: Raise awareness of and acquire support for the implementation of SFL									
<b>1.1 Project launch events</b>	2 events in Guyana in Suriname (events will be held for national and local audiences)	Government, non-governmental, community representatives, research and academic institutions (across all spheres of influence)	Project introduction, project USP, Outcomes of the inception phase and plans for implementation	PowerPoint presentation, fact sheet per country (the program will be designed to add an engaging and memorable element to each launch event)	Event/workshop reports with registration sheets	●			
<b>1.2 Promote the SFL project through various communication channels</b>	4 radio features per country	Guyana: Local & indigenous communities in Regions 2, 9, and 10 Suriname: District Para, and Boven-Suriname	Project introduction, project USP	Radio	Space placement schedule Radio recording	●			
	Posts on social media, Website, WhatsApp groups (1 for Guyana, 1 for Suriname)	The general public in the region, key stakeholders	Project information	Websites (SFL and WWF – Guianas), Facebook and LinkedIn (WWF-Guianas)	Published post	●			
	News Media	The general public in the region	Project information/ milestones success stories	Special features and news articles/stories on project activities			●	●	●

Activity	Activity Target	Stakeholders (WHO)	Message (WHAT)	Media (HOW)	Means of Verification	Timeline (year)			
						1	2	3	4
<b>1.3 Introductory bilateral meetings with key partners and stakeholders for early buy-in</b>	To be determined based on key partners within countries	Potential partners (governmental, non-governmental, community representative organisations)	Project introduction (include potential areas of collaboration, issues, and concerns)	PowerPoint presentation	Meeting minutes	●			
<b>Objective 2: Keep stakeholders informed of project implementation milestones</b>									
	1 quarterly newsletter, website publications and social media posts	Various stakeholders with internet access		Email LISTSERV, Websites (SFL and WWF – Guianas), Facebook and LinkedIn (WWF-Guianas)	Mailing report (Mailchimp) Google Analytics for websites and statistics for Facebook and LinkedIn	●	●	●	●
<b>2.1 Develop materials to share project implementation progress</b>	5 videos on project lessons and successes	Various stakeholders	1 video on Lessons learnt from community enterprises and resource management initiatives, 1 on project successes	Screenings, posting on websites and social media + press releases through news media	Screening attendance and online statistics			●	●
	WhatsApp Group	Various stakeholders	Project updates and relevant information	WhatsApp	WhatsApp Group	●	●	●	●
<b>Objective 3: Effectively communicate and engage with stakeholders based on specific project implementation activities</b>									
<b>3.1 Develop messages to be included in every communication and engagement event or workshop</b>	1 per activity	For various stakeholders, based on the activity.	To be based on the audience.	To be built-in communication materials and workshop processes. Brochures, large-format posters and banners will be developed as required.	Workshop reports, meeting minutes	●	●	●	●

Activity	Activity Target	Stakeholders (WHO)	Message (WHAT)	Media (HOW)	Means of Verification	Timeline (year)				
						1	2	3	4	
Objective 4: Provide guidance to the process for generating, managing, and disseminating communications and knowledge products.										
4.1 Provide guidance to the process for generating, managing and disseminating communications and knowledge productions.	Disseminate AFD SFL communications guidelines to staff (one-off)	SFL project team and WWF – Guianas communications team		Email and (online) staff meeting	Email record and Zoom recording	●	●	●	●	
	Review and confirm all communication materials.	SFL project team		Email, internal meetings	Email record, internal meeting notes	●	●	●	●	
Create on-site recognition and visibility for all SFL project activities and donors.	Per activity	SFL project team and partners in activity execution	This activity is part of the SFL project	Branding on-site by explanation signs, stickers, etc.	Pictures of activities		●	●	●	

## 6.1. COMMUNICATION MATERIALS TO BE DEVELOPED

Tabl 4 below details the communication materials and tools to be developed during the inception and project implementation phases.

Tools/ Materials	Units	Description/ comment	Capacity	Cost (USD)
SFL Website	1	Project information section created on the WWF-Guianas website and pages of other partners in the SFL project	The WWF Comms team will have responsibility for creating and updating the page.	-
Branding	1	Creation of project logo, visual designs and tagline. Developing branding guidelines for use. Branding of all project visibility materials.	Outsourced to a professional Media Production agency. The WWF Comms team will provide a creative brief.	21,000
Videos	5	These videos shall be short (10 min max) and be focused on showing the project results on the ground from each of the 5 project areas. The final production of the videos will be outsourced.	Outsourced to professional video producer/ motion graphics/ animator. Third-party suppliers will produce all videos, from scripting and recording to editing and final production. The WWF Comms team will assist in sourcing video content	24,400

Tools/ Materials	Units	Description/ comment	Capacity	Cost (USD)
Infographic	2	One video with motion Graphics will be produced for both countries to explain the project's focus, components, beneficiaries, and intended results. This will be translated into different languages.  There will be one infographic explaining the project focus, its components, the beneficiaries, and its intended results.	Outsourced to a professional Media Production agency. The WWF Comms team will provide a creative brief.	10,000
PowerPoint presentation for project introduction	2	Creation of and or providing guidance to the SFL team on the structure of all presentations	Inhouse development by the WWF Comms team.	
Project FAQ sheet per country	2	One page document to be shared electronically with stakeholders	Inhouse Development by the WWF Comms team.	
Newsletter	1		Inhouse Development by the WWF Comms team	
Assorted print communication materials	To be determined based on activity	Brochures, posters, signs	Outsourced and supervised by WWF comms team	16,000
Visibility materials	Assorted	Wearables: T-shirts, polo shirts, button shirts, Caps, hats for the SFL Project Team. Stationary: Stickers for equipment, SFL banners, project letterhead, novelty items, business cards. Retractable Banners (English Versions) for Suriname and Guyana are completed.	WWF comms team. Content (such as logos and text) provided by the WWF comms team.	8,970
SFL Facebook and LinkedIn pages, WhatsApp groups and channel	1 each, 2 WhatsApp groups	Sponsored Ads will be used to improve reach	Inhouse Development by the WWF Comms team	500
Conventional media (Radio, TV, Newspaper)	7 Audio for Radio, 7 videos for TV, 4 newspaper publications	Distribution and publication of materials (distribution plan to be developed)	Production of materials to be out-sourced. The WWF Comms team will create distribution plans inhouse.	8,300
Reporting		Production and Dissemination of final project reports. (includes printing, editorial & proofing services)	Inhouse production by the WWF Comms team	10,500
<b>TOTAL</b>				<b>99,170</b>

**The WWF communications team will supervise the overall production of materials by third-party suppliers and media production agencies.**

## 6.2 COMMUNICATIONS EQUIPMENT

Table 5 below details the communication equipment needed to execute aspects of the work detailed in the communications activities.

	Description	Purpose	Amount	Cost (USD)
<b>GUYANA</b>	DJI Mavic 3 Camera Drone and Kit	Capturing images of landscape project areas and activities.	1	2,500.00
	RODE Wireless Mic with Lavalliere	Capturing audio during interviews conducted in the field	1	280.00
	Samsung Galaxy Smart Phone + Case	Recording video interviews and capturing images in the field. Mobile communications to update audiences from the field.	1	1,250.00
	DJI Osmo Mobile 6 Smartphone Gimbal	Hand-held stabilizer for recording video interviews in the field.	1	180.00
			<b>TOTAL</b>	<b>4,210.00</b>
<b>SURINAME</b>	RODE Wireless Mic with La-valliere	Capturing audio during interviews conducted in the field	1	280.00
	Samsung Galaxy Smart Phone + Case + Case	Recording video interviews and capturing images in the field. Mobile communications to update audiences from the field.	1	1,250.00
	USB commander (pointer)		1	10.00
	DJI Osmo Mobile 6 Smartphone Gimbal	Hand-held stabilizer for recording video interviews in the field.	1	180.00
			<b>TOTAL</b>	<b>1,720.00</b>

## 6.3 IMPLEMENTATION

Implementation of this communication strategy will be led by WWF-Guiana's Communication and the SFL's Coordination Teams. The reach of messages and information to stakeholder audiences will be enhanced through the Project Advisory Committee<sup>2</sup>, which will support two-way communication and representation

between WWF-Guianas and external stakeholders. Additionally, AFD will share relevant Online communication messages on their virtual platforms. External expertise, including consultants whose work will encompass aspects of the CS, will be recruited, and guidance will be provided to ensure their alignment with the CS' objectives. All intended CS' activities and materials are currently included in the approved SFL project

budget and will be funded according to those budget lines.

The work of the communications consultants will cover the following activities:

- Designing the SFL logo and branding
- Production of videos and info-graphics
- Photography (only for high-quality images that are to be used in large format printing, such as posters)


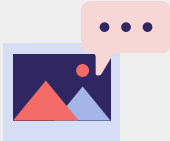

<sup>1</sup> Separate Project Steering Committees for SFL in Guyana and Suriname will be convened for support to and advice on project implementation.

## 7. PROJECT BRANDING AND VISIBILITY REQUIREMENTS

As SFL is a project is funded by the EU, receives support from AFD and is executed by WWF-Guianas, various visibility obligations apply when communicating about the project.

### 7.1. AFD VISIBILITY OBLIGATIONS

The SFL has a 'Level 1' visibility, under which the following three obligations apply:

<b>1</b>	<b>2</b>	<b>3</b>
		
<b>Make reference to AFD's support</b>	<b>Provide photos to illustrate the project</b>	<b>Invite AFD to key project-related events</b>
The beneficiary must display the AFD logo on all communication materials used for the project throughout its entire duration.	The beneficiary must send one or two photos to the AFD project team once the financing agreement has been signed, and then a selection of photos must be made at each key stage of the project.	The beneficiary must invite representatives from the local AFD office to all project-related events throughout the project's implementation.

#### USE OF AFD LOGO

When referencing the name of the AGENCE FRANÇAISE DE DÉVELOPPEMENT the following obligations apply:<sup>2</sup>

- AGENCE FRANÇAISE DE DÉVELOPPEMENT is always written in French, regardless of the language of the communication support in which the name of the agency is mentioned.
- Agence, Française and Développement are capitalized; • No abbreviations are permitted.
- AFD is the only acronym accepted.



<sup>2</sup> Detailed guidance on Level 1 implementation is described in the document at this [link](#)

## 7.2. EU VISIBILITY OBLIGATIONS

As this project is a recipient of EU funding, there is a general obligation to acknowledge and ensure the visibility of any EU funding received. The EU emblem is the single most important visual brand used to acknowledge the origin and ensure the visibility of EU funding.

The EU emblem should be accompanied by a funding statement ('Funded by the European Union' or 'Co-funded by the European Union') mentioning the EU's support. Both the EU emblem and the funding statement are essential to acknowledge EU support. As a rule, they always go hand in hand and must not be separated.

More information: [EU Digital Content Guide Lines](#).



The project communication materials should have the logos placed in a prominent and visible location. The logos should be of an appropriate size and should not be overshadowed by other design elements. The placement



### SFL Branding Guidelines

Guidelines about branding for the SFL project can be found in the [Brand Guide](#) developed by the WWF Communications team to ensure consistency and coherence in communication.

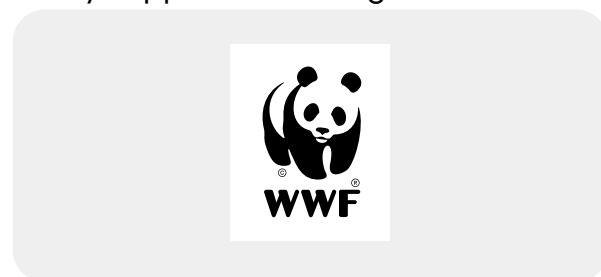
## 7.3. WWF VISIBILITY OBLIGATIONS

As the executing partner of the SFL project the WWF logo must also be visible. The 'WWF Box Logo' is made up of three inseparable elements:

- The panda icon
- The WWF initials
- The containment shape

When we refer to the WWF Box Logo, we are referring to all three locked-up elements.

The WWF Box Logo cannot be used without its white containment shape. The WWF initials design cannot be used outside of the logo. The copyright and registered trademark symbols must always appear on the logo.



of the logo should be consistent across all communication materials, including digital and print media. Additionally, the logo's design and color should be maintained according to the project's style guide for consistency and identity.

# 8. APPENDICES

## APPENDIX 1: INFLUENCE/INTEREST MATRIX

High	<p><b>Partner:</b> Are stakeholders with high influence over and interest in the project, and without whom, project success is unlikely, should be prioritised for communication and engagement. Their active participation is paramount and should be kept apprised of project implementation progress.</p>	<p><b>Involve and engage:</b> These are stakeholders with high influence over project outcomes but have a low interest (neither positively nor negatively) in the project. While their interest is low, they must be continuously updated on project implementation, offered opportunities to publicly endorse the project, and generally be involved to increase their interest from negative or neutral to positive.</p>
	<p><b>Consult:</b> This group of stakeholders have high interest in project success and activities but relatively low influence over the achievement of outcomes. Their interest means that when called upon, they can act as advocates at a national and/or local levels. They should be kept informed and involved in areas of mutual interest.</p>	<p><b>Inform:</b> These stakeholders have low influence over project success, and generally low interest. They should be kept informed of important project milestones and involved where necessary and appropriate to maintain some level of interest and involvement.</p>
Low	Low	High

Interest

Influence/  
interest  
matrix  
used for  
stakeholder  
mapping

## APPENDIX 2: FACT SHEETS

These materials will be produced in multiple languages: English, Dutch, Wapishana and Sranantongo.

**SUSTAINABLE FOREST LIVELIHOODS**  
Maintaining Healthy Forests and Natural Resources in Guyana

**THE PROJECT**  
The Sustainable Forest Livelihoods for Communities in Suriname and Guyana (SFL) project will contribute towards the Guianas maintaining its high forest/low deforestation status, and therefore also the best remaining global opportunity to conserve continuous tracts of intact forest.

The SFL project will take an integrated and sustainable approach to landscape management and livelihood development, ensuring better conservation and sustainable use of natural resources. The intervention will focus on:

- 1 Strengthening the Indigenous and Local Communities' capacity to implement a solid framework for integrated landscape management and natural resource management.
- 2 Developing sustainable livelihoods based on cultural and traditional knowledge and sustainable landscape use.
- 3 Developing sustainable financial mechanisms for forest conservation.

**GEOGRAPHIC AREA**  
Areas being considered for the intervention

REGION 2  
Parika - Suriname

REGION 10  
Korica - Guyana

REGION 9  
Upper Takutu - Guyana

**FUNDING**  
**5 MILLION EUROS**

**DURATION**  
**4 YEARS**  
2023-2027  
Including a nine-month Inception Phase

**SUSTAINABLE FOREST LIVELIHOODS**  
Maintaining Healthy Forests and Natural Resources in Suriname

**PROJECT OVERVIEW**  
The Sustainable Forest Livelihoods for Communities in Suriname and Guyana (SFL) project will contribute towards the Guianas maintaining its high forest/low deforestation status, and therefore also the best remaining global opportunity to conserve continuous tracts of intact forest.

The SFL project will take an integrated and sustainable approach to landscape management and livelihood development, ensuring better conservation and sustainable use of natural resources. The intervention will focus on:

- Strengthening the indigenous and Local Communities' capacity to implement a solid framework for integrated landscape management and natural resource management.
- Developing sustainable livelihoods based on cultural and traditional knowledge and sustainable landscape use.
- Developing sustainable financial mechanisms for forest conservation.

**GEOGRAPHIC AREA**  
Areas Being Considered for the intervention

PARA

BOVEN-SURINAME

**FUNDING**  
**5 Million Euros**  
Divided between WWF-Guianas - 4M € SBB - 1M €

**DURATION**  
**4 YEARS**  
2023-2027  
Including a nine-month Inception Phase

### APPENDIX 3: RETRACTABLE BANNER

These materials will be produced in multiple languages: English, Dutch, and Sarantungo.





Funded by  
the European Union

IMPLEMENTED BY



EXECUTED BY



**Written and edited by:** Sara Henry, Marleen van Charante Stoffelen, Kemptorne Daly, Jerry Akum, Haidy Hoepel-Aroma and Teresa Jacobs.

**Design and Layout:** Kemptorne Daly