



COMMUNICATING CARBON WORKSHOP
WORLD AGROFORESTRY CENTER (ICRAF), NAIROBI
12-14 OCTOBER 2011



Vi AGROFORESTRY



World Agroforestry Centre
TRANSFORMING LIVES AND LANDSCAPES



World Vision



VEDA
Climate Change Solutions Ltd



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PART I

1.1 BACKGROUND

One of the key mitigation strategies in agricultural landscapes is to sequester carbon in the soil or in trees. Several schemes have developed where parties may purchase carbon credits produced by farmers to offset their own carbon emissions. Engaging farmers in such carbon finance schemes is challenging, however, due to the establishment of mechanisms for carbon sequestration; uncertainties surrounding the carbon market; language and media access barriers to participation in information flows; and unclear risks and unrealistic expectations about benefits of carbon schemes to farmers. One way in which to tackle these challenges is to improve communication about carbon finance and projects so that farmers are able participate in projects in an effective manner.

A 3-day workshop on Communicating Carbon, organized and hosted by the CGIAR Research Program on Climate Change, Agriculture, and Food Security (CCAFS), brought together field practitioners from carbon projects to exchange lessons learned and to develop improved skills related to communication about carbon projects. The workshop has highlighted best communication practices used to inform farmers about carbon markets, contracts, and risks involved in engaging with carbon projects. The workshop has also identified communication strategies that have not been successful. The Communicating Carbon workshop has contributed to facilitating linking knowledge of mitigation with action that can help mitigate GHG emissions. Those who attended the workshop are from the following organizations: The International Small Group and Tree Planting Program (TIST), CARE International, Vi Agroforestry, EcoTrust, EcoAgriculture Partners, World Vision, and VEDA Climate Change Solutions (see Annex 1 for details). They represent experiences from Kenya, Tanzania, Uganda, Ethiopia, and India. The following were the objectives of the workshop:

- ✓ Share experiences on communicating the concept of carbon finance to farmers
- ✓ Identify communication strategies aimed at contributing to improved provision of free, prior and informed consent to farmers about carbon project
- ✓ Develop topics and texts to be included in a policy brief on communicating carbon finance
- ✓ Develop an action plan to carry forward collaboration beyond this initial gathering

1.2 WORKSHOP PROCESS

The workshop was attended by 15 people and followed a structured agenda (see annex 2) but the process in which people participated was informal. The following ground rules were established:

1. Phones to silent / switch off
2. Lap tops: no surfing but notes ok
3. Photos ok
4. Interactions: get permission from facilitators by raising hand; don't disrupt someone who is talking.
5. Respect each other voice

PART II

2.1 FREE AND PRIOR INFORMED CONSENT (FPIC) IN CARBON PROJECTS

After a brief round of introduction from all participants, the workshop started with a presentation from Delia Catacutan, an ICRAF social scientist experienced in payment for ecosystem service projects in Asia and Africa, on the concept of free and prior informed consent (FPIC) (see <http://ccafs.cgiar.org/blog/how-talk-farmers-about-carbon> for presentation).

- **Free:** does not involve coercion/manipulation
- **Prior:** is made before activities are undertaken
- **Informed:** is founded upon an understanding of the full range of issues and potential impacts
- **Consent:** involves granting or withholding consent – saying ‘Yes Yes’ or ‘No No’ to an activity, program or policy

FPIC is:

- A **principle** that a community has the right to give or withhold its consent to proposed undertaking that may affect the lands they customarily own, occupy or otherwise use.
- A **practice** of informed, non-coercive negotiations between researchers, development agencies, investors, companies or governments and indigenous peoples prior to any undertaking, research, development or business on their customary lands.
- A **right** to allow for indigenous peoples to reach consensus and make decisions according to their customary systems of decision-making.
- A **tool** for achieving greater equity and a natural pathway to a co-management role for local communities in large development projects.

The FPIC principle can provide local people involved in carbon payment projects the right to choose the extent to which they would like to be involved in a free, informed and consensual manner. The FPIC approach provides a framework for developing effective communication with farmers and their communities that helps avoid communication failures that can put carbon sequestration projects at risk. The FPIC approach was reflected upon throughout the workshop and provided ideas in which communication strategies can be improved so that farmers may join carbon projects in a participatory and legitimate manner.

2.2 Comments/questions regarding FPIC

1. FPIC – such efforts are not typically funded in most projects
2. How do you define consent? – remaining issue
3. What do we do if FPIC conflicts with law or moral standards?
4. What if community is endangered but doesn't give consent?

PART III

3.1 KEY TERMS IN CARBON PROJECTS

In addition to FPIC, other concepts needed to be clarified in order to assess if all participants understood key concepts in carbon projects. Participants discussed key terms listed in Table 1. Definitions of these terms were initially provided based on the Inter-Governmental Panel on Climate Change definitions. Discussion on these terms was important so that over the course of the workshop participants knew how such terms were being defined and used.

Table 1: Key Terms in Carbon Projects

Carbon projects	Our wider understanding
FPIC	Allows for information sharing, transparent process, negotiations, ethics, definition of volunteerisms, social safeguards, rights
Climate	Long term weather conditions
Impact	Deviation from expected / current situation Observable change
Carbon	All living organisms have carbon There is excessive amounts of it in particular ecosystems
Sequestration	Process of capturing carbon in soil, ocean, vegetations, livestock
Co-benefits	Associated benefits

PART IV

4.1 PARTICIPANTS PRESENTATIONS

Participants from eight of the carbon projects in the workshop presented their experiences in the carbon projects they work on, with a focus on the following five topics: communicating the concept of carbon finance; costs and benefits associated with carbon projects; context in which carbon projects are taking place; monitoring, reporting, and verification (MRV) of greenhouse gas emissions; and the legal dimensions of carbon projects. After each presentation, discussion was held on the challenges, opportunities, questions, and gaps in knowledge regarding the 5 topics. Presentations allowed participants to become aware of the various types of carbon projects and make note of the various communications strategies used to be discussed later in the workshop. All presentations can be found on <http://www.slideshare.net/cgiarclimate>.

4.2 PARTICIPANT COMMENTS ON PRESENTATIONS

Each representative from a carbon project participating in the workshop made a presentation on his/her carbon project to give the audience an overview of the objectives of the project and how they have approached the issue of communicating carbon. The presentations provided information on how concepts of carbon finance was introduced to farmers, the costs and benefits of joining a carbon project; monitoring, reporting, and valuation (MRV) issues faced, and how legal issues have been communicated to farmers by project staff. Presenters were also asked to comment on the challenges, opportunities, gaps and questions they may have on the issues listed above. Below are some of the common issues that carbon projects face.

4.2.1 CONCEPTS OF CARBON FINANCE/PROJECT

(a) Challenges

- Farmers often have high expectations about high payments/income from carbon credits. It is important to communicate realistic expectations about carbon finance.
- Choice of language of communication: one should be careful with language choice. E.g. a participant wrote posters in Kiswahili while the community preferred English.
- Translation: It is important to ensure that the true meaning of words is not lost during translation and no new meanings are created during translation.
- It is a challenge telling people about the price of carbon when future carbon prices, determined in global markets, are completely uncertain.
- Explaining the concept of soil carbon is difficult.
- In some projects, you find wealthy farmers adopting carbon finance projects, while it would more appropriate for the poor farmers who need help most.
- In some projects, you find that 70% of implementers are women, yet only 10% of them have ownership rights to land.

(b) Opportunities

- Inclusion of non-English speakers in presentations on carbon finance. This may ease difficulty in communicating with groups who speak different languages and have differing literacy levels.
- Use of drawings, films: This is crucial in conveying messages concerning carbon sequestration.

(c) Questions

In analyzing the presentations made by each carbon project implementer, there were some issues that arose requiring further clarification/elaboration, so farmers and community members understand more fully the concept of carbon finance. These included:

- How do you define carbon to people with differing levels of literacy?
- How do you explain the value of something they (farmers) don't see? (One participant had a farmer ask him when the buyer was going to come and pick up the carbon they had paid for).

- What can be done to target the poorest farmers? Are they not part of the effort to reduce carbon emissions?
- Who bears the costs when some farmers don't honor their contracts? Who should bear the initial cost of planting?

4.2.2 COSTS AND BENEFITS OF A CARBON PROJECT

(A) CHALLENGES

- Adaptation as a co-benefit in mitigation actions (i.e. planting trees helps farmers adapt to a changing climate by in reducing soil degradation, as well as storing carbon).
- Low carbon prices (determined in global, not local, markets)

(b) Opportunities

- Funding from carbon finance can provide supplementary income
- Joining carbon projects can help create jobs in monitoring greenhouse gas emissions

(c) Questions

- How can one best share co-benefits from carbon projects?
- What kind of incentives can be provided to promote joining of carbon projects?

4.2.3 MRV

(a) Challenges

- An important challenge is how to sustain the quality of the monitoring, reporting and verification activities through various communication strategies (e.g. newsletters, posters, etc that reinforce the importance of these activities to community members)

(b) Opportunities

- Following the example of TIST, there are approaches that keep MRV costs low, so as to maximize on carbon income returns.

(b) Questions

- How should monitoring done?
- How can farmers measure/quantify carbon?
- To what extent do/should quantifiers communicate directly with the buyers or verifiers?

4.2.4 LEGAL ISSUES

(a) Challenges

- Land ownership: Women have no direct lands rights and ownership yet they constitute 70% of implementers.

- Contract signing: Communicating about the contents of the contracts without creating fear amongst farmers, and ensuring FPIC is adhered to.

(b) Opportunities

- Working closely, and partnering with, communities may address some of the legal issues above, and can assure long term sustainability of the program, e.g. with clear and inclusive land tenure rules for both women and men.

(c) Questions

- How to explain contracts to illiterate farmers so they fully understand and give their free consent? In the case of community-level activities and agreements, who represents community interests?

The challenges, opportunities, and questions are determined by contextual factors. Issues such as local group dynamics, politics, and education levels identified by participants can all influence how the concept of carbon finance is understood, and the level of participation in carbon projects.

4.3 CLASSIC COMMUNICATION MISTAKES

Participants highlighted the classic mistakes from agriculture and environment communication efforts through an FPIC lens. They include:

1. Using terms that are hard for farmers to understand or they are unfamiliar with
2. Talking exclusively to representatives instead of all affected farmers
3. Not briefing media partners before they cover a carbon payment story
4. Using only one way of communicating (e.g. words without pictures)
5. No follow-up messaging after initial communication
6. Only giving half the message needed for informed action
7. Engaging powerful actors while neglecting the grass roots and informal organizations
8. Assuming that a 'local' language is preferred for communication
9. Insensitive or patronizing examples / metaphors used to illustrate a point

PART V

5.1 FEEDBACK SESSION

Based on the activities of the first day, the participants providing the following feedback:

1. The discussion about FPIC was a more scientific / systematic approach to communication. FPIC is very useful before and during project implementation. FPIC sets the legal stage for our communication efforts.
2. Theme discussions were holistic and informative
3. Project experiences by various participants provided a good foundation for later discussions

4. We need to explain terminologies more clearly to the farmers
5. There is a need to develop relevant MRV indicators
6. There is need for more research on relevant communication strategies. We may have previously undervalued the value of communicating the process of carbon sequestration. Right message for right audience at right time is key

PART VI

ANALYSIS OF THE ROLE OF LANGUAGE, CULTURE, SOCIAL STRUCTURE, AND PSYCHOLOGICAL FACTORS IN COMMUNICATION

6.1 Introduction

The second day of the workshop focused on sharing and analyzing participants' experience of using language and tools; addressing cultural and social factors in communication; addressing structural factors that influence communication; and psychological factors that impact communication.

6.2 Analysis of Language

The session on analyzing language focused on the use of informal, scientific, and translated terms used to explain carbon finance and projects, as well as how to address illiteracy. This session also included reflections on communication tools. Notes from the session are below.

- Start communication with reference to indigenous concepts, myths, knowledge and later integrate scientific knowledge. Use proverbs to package the message when no equivalent scientific term exists.
- Local languages use more words to give meaning of a single word in English. Different meanings of same word in communities can be confusing.
- Farmers doubt and question, but if you are confident and use positive body language (e.g. eye contact, tone of voice, posture) and wear appropriate attire, you have more influence.
- The age of the audience makes a difference and influences the grammar used.

6.3 Analysis of Cultural and Social Factors

This session examined how gender, wealth, and power can influence communication strategies. The following strategies and ideas were discussed by the group:

- Reach youth through schools choosing topics they can relate to such as sports, clubs, etc. Target ages 10-14 who live with parents since they can share ideas with their parents.
- Separate men and women at start and at the evaluation stage. Don't always separate women and men in meetings, or wealthy versus poor, but discuss issues with them together; make specific messages for women to engage them
- Talk to group as a 'family'
- Use women's groups and talk about how carbon projects can empower women by talking in terms of families' welfare

- Political leaders can dominate. It is important to talk to them first.
- Identify your target group! Understanding the local context is important
- Mediation could lead to negative consequences
- Smaller groups (30-40) can be more inclusive

6.4 Analysis of structural factors

In this session, participants considered how social structures, such as property rights and economic structures, such as market regulations need to be factored into communication. Institutional issues such as bylaws and informal arrangements for the projects were discussed. EcoTrust Uganda provided an example of how a carbon project can be structured.

- EcoTrust acts as an intermediary, and thus needs to communicate well with buyers, producers, banks, and 3rd party verifiers
- Farmers need to know all the actors in order to avoid disputes. Meetings and posters help farmers to understand the connection between all actors
- Revenue of \$6/ton of carbon is shared
- EcoTrust attempts to clearly communicate contracts to project participants. The challenge is explaining price and technical issues.
- Communication Strategy: use different communicators, such as farmer coordinators; producers each open a bank account and get to know the bankers. Field staff have varying capacities so sometimes information does not get to the farmers

TIST example from Kenya also describes how projects can be structured:

- Small groups (organized in larger clusters) go to cluster meetings once a month to get information, training, and payments
- Each cluster has 3 elected members who go to seminars and report back to the clusters
- Clear Air Action is the organizations that deals directly with the buyers, but they depend on TIST for communicating with farmers
- Payments go to each small group of farmers
- Translated monthly newsletters are produced by TIST and shared with small farmer groups (1 copy per group)
- There is rotating leadership
- M-Pesa payments are given to group of 3. Photos of payments being made is good documentation practice.
- Newsletters are read out loud to non-literate people

Although these structures should be transparent, a participant from Veda Climate Change Solutions questioned to what extent should farmers need to have information disclosure since providing buyer information can raise expectations. For instance, if World Bank sets up a carbon project, farmers will expect too much. Managing expectations is a challenge.

There was also discussion on property rights and payment distribution structures. The challenges are:

- To know who owns what is important but property rights are unclear. This has led to money going to men and not women even though women are part of the project. Perhaps it is good to register both men and women.
- In Ethiopia (World Vision Example), land rights are given to cooperatives certified by the government and the financial benefits are transferred to the co-ops. Cooperatives want money to be distributed to individuals but it is only the male household heads that are able to register. This does not lead to equitable sharing since women do not register. Women are now requesting access to funds.

6.5 Analysis of psychological factors (values, attitudes, mindsets etc)

The session on psychological factors examined values, attitudes and mindsets towards taking risks and joining a carbon project. Psychological factors may determine the type of communication approach and tool needed to convince farmers to join carbon projects. Below are notes and key messages:

- Black magic money – some participants are suspicious of the whole idea of getting a payment for something they cannot see, such as carbon.
- One strategy taken to deal with the belief in black magic is to connect new recipients with existing ones, so that those skeptical hear about how it works from their peers and become convinced that projects do not involve black magic.
- There is no incentive for elderly to consent to a 25 year contract (“I’ll be dead in 10 years”) when benefits take a long time to materialize. A strategy pursued was to get potential participants to reflect on the fact that if they are old they have cut many trees, and therefore, there is a need to plant more. Other strategies included getting influential farmers to make the argument that trees are like children – they take care for people in old age.
- Farmers fear locking themselves out from future farming opportunities where land clearing is needed. An approach is to get farmers consider alternative farming methods (e.g. agroforestry)
- Provide food, entertainment and transport to attend social events connected to a project to give a positive association with being together and collaborating in a project

PART VII

7.1 Designing the Policy Brief

Towards the end of the 2nd day and most of the 3rd day of the workshop, participants designed a policy brief on how to better communicate carbon finance and carbon projects to farmers so that they are more likely to join such projects. The policy brief was based on the FPIC approach, whereby topics and texts were written so that communication strategies and tools needed were based on the idea that farmers should have sufficient information for them in order to join a carbon project in a consensual manner. Participants drafted text in small groups and critically reviewed each others’ drafts.

Participants identified 3 key areas where communication should focus on in carbon projects. These include: (1) How to popularize and translate carbon sequestration messages without losing

or confusing the essential meaning; (2) How to tailor messages to audiences within the same location who differ in literacy levels, gender, age and risk attitudes; and (3) How to support two-way communication and learning about carbon sequestration between very different actors. Participants also identified important principles, tactics, and tools in relation to each of these topics. They are described below. The final version of the policy brief can be found on <http://ccafs.cgiar.org/news/research-highlights/talking-carbon-finance-farmers>

1. How to Popularize and Translate Carbon Sequestration Messages without Losing or Confusing the Essential Meaning

Principles

- Start from the perspective of the community, i.e. through an understanding and respect for their own knowledge and experience, and things that they can relate to
- Define carbon sequestration in the local language(s) and context, using terms that they are familiar with
- Dramatize the reason it is important for them to sequester carbon

Tactics and Tools

- Use of metaphors and proverbs
 - Use of drawings and diagrams, giving concrete examples
 - Use of film clips, documentaries, plays
 - Citing local examples of weather-related events they have dealt with, such as a disease outbreak, flood, drought, etc.
- #### 2. How to tailor messages to audiences within the same location who differ in literacy levels, gender, age and risk attitudes

Principles

- identify the structure of the community
- identify the needs of each group
- identify and target the communication tools that are appropriate for each group

Tactics and tools

- Identifying distinct groups, along with key players or actors within these groups that can facilitate a 2-way flow of information is one tactic that had been successfully employed by the workshop participants. Some suggested methods and tools, targeted to different community groups are shown in Table 3.

Table 3 Different approaches and tools for different community groups

Group	Possible needs & motivation driving message content	Method	Tool
Elderly	Support, peace and contentment	Verbal, one-on-one	Proverbs, metaphors
Women	Security, food for the family	Verbal, group	Demonstrations, drama, songs, music
Youth	Jobs	Written and verbal, newsletters	Social media, pamphlets, mobiles, sports
Children	Secure future	Interactive, posters	Drama, extracurricular activities
Men	Revenue	Verbal group meeting	Direct interactions

3. How to Support Two-Way Communication and Learning About Carbon Sequestration Between Very Different Actors

Principles:

- The communication and learning is a process that takes time and repeated sharing of the same messages is needed
- Inclusive and transparent participation is key
- Use a wide spectrum of communication/publishing outlets and tools
- ‘supply chain’ shared/discussed/known by all actors
- Reach out to many actors, particularly public sector and farmer’s organizations
- Resources need to be allocated for communication capacity and efforts

Tactics:

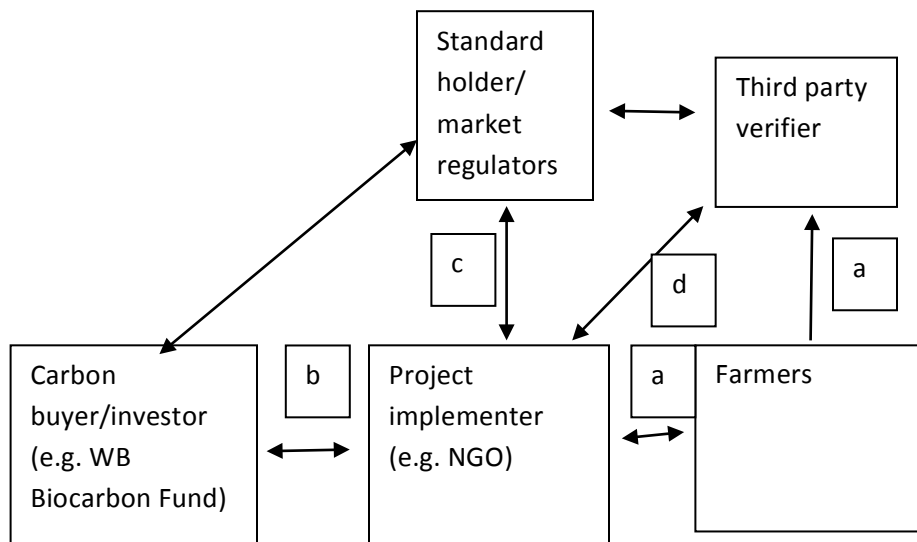
- Different actors describe their roles to other actors (e.g. not just project team)
- Encourage different types of farmers/provide opportunities to give feedback
- Increase awareness among public sector (district officials, within different ministries, regulators of land use, natural resource, e.g. NEMA’s, Forest Service, Water Resource Management Authority)
- Farmers themselves trained in monitoring and doing the monitoring
- Investors visit projects/farmers
- Show investors what’s happening on the ground in real time (e.g. website)

Tools/Approaches:

- Visits

- Organizational diagram/drawing
- Farmer’s days, exhibitions, demonstrations, exchange visits
- Monthly cluster meetings
- Photos, short films (taken by farmers)
- Seminars/trainings
- Website
- Different people, including farmers, contribute to newsletters
- Radio, churches, mosques – encourage personal communications
- Prepare concise/short presentations on program benefits; email exchange (email can work with farmers)

Example of Communication Channels in EcoTrust Uganda:



Arrows are communication channels explained by:

- Monthly meetings, newsletters, extension services, training sessions, farmer meetings
- Marketing strategies, websites, international workshops, presentations, films
- Project Design Document (PDD), verification reports, validation reports
- PDD, data sharing through website, database, report recommendations
- Farmer visits

7.2 Action Plan

Once the initial draft of the policy brief was written, participants discussed to whom the brief should be targeted. Table 5 below suggests the type of stakeholder to be targeted, their information needs and how the brief could change their opinions or behavior.

Table 5: Targeting the Brief

Stakeholders	Behaviors or opinions to change for better carbon communication	Information needs
Other CS projects	Explicitly includes costs for communication in their budget plans (FPIC Compliant)	Logical, step by step, short bullets
CS projects (senior managers)	Increasing allocation to communication budget	Numbers and financials, Timelines
Agriculture and Forestry Extension workers + Middle level officers in Agriculture and Forestry Ministries	Increase capability in communication work Engage more with CS sector – early adopters and champions	Guidelines, Tools, Operating procedures, Actionable information
International Donors to CS	To include guidance of proper communication plan in their CS funding	Success stories, evidence, examples, evaluation
National Apex CS units in Government	Increased awareness of the need for information of carbon sequestration projects from government	Narratives related to public carbon projects
Farmers organizations participating in CS projects	Build capacity	

PART VIII

8.1 Evaluation & Closure

Table 4 highlights the workshop evaluation by all participants. Check marks indicate opinion of the majority of the participants.

Table 4 Workshop Evaluation

Workshop Expectations	Partially	Fully	Exceeded	Not at all	Best aspects
Developed improved skills related to communication about carbon projects		√			<ul style="list-style-type: none"> • Super committed participants and sharing directly with other carbon project practioners on their project experiences • Amount of quality input (or output) generated during the workshop, especially group work • Hearing various perspectives from the different project participants • The ongoing challenge of turning case studies into generalizable principles • Strategy and approach of facilitation was refreshing • Explanation of importance of communication in carbon finance projects • Sharing of experiences through story telling provided great learning • FPIC presentation was really refreshing as well as the tiny write shop experience.
Highlighted best communication practices used to inform farmers about carbon markets, contracts, and rights involved in engaging with carbon projects		√			
Learned from communication strategies that have not been successful	√				
Linked knowledge of mitigation with action that can help mitigate greenhouse gases		√			

The workshop closed by setting a schedule for when the brief should be finalized. All participants were thanked for their high levels of participation and for meeting the workshop objectives.

Annex 1 PARTICIPANTS LIST

Ethiopia

1. Hailu Tefera

World Vision's Humbo Ethiopia project

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World Vision's first climate change mitigation project is a community-managed reforestation project in Humbo, Ethiopia. The project is located in the south-west of the country in World Vision's Humbo Area Development Project. It has been hailed as a highly successful example of a development reforestation project that benefits the environment through improved natural resource management and increased biodiversity. It also contributes to poverty alleviation by creating a new community-based income stream through the generation of carbon offset credits under the Clean Development Mechanism.

<http://www.wvi.org/wvi/wviweb.nsf/maindocs/588A47FC5C58ACD7882574CC0061E44B?opendocument>

India

1. Sai Kishore

VEDA Climate Change Solutions Ltd (VCCSL)

nellore_kishore@hotmail.com

VEDA Climate Change Solutions Ltd has been established as an Enviro-Social Enterprise / Knowledge Processing Organisation (KPO) to link grassroots with international organizations through global mechanisms such as UNFCCC for social advancement, environmental improvement and also for economic development. This innovative venture would aim to generate Social Credits in addition to Carbon Credits by integrating socio-economic and environmental benefits into the business of development for the benefit of deprived, marginalized and vulnerable sections of the society and also the corporate. While the carbon credits would provide additional revenues to the farmers, the Corporate/Development agencies/ Governments in both developed and developing countries can use these social/carbon credits to offset their carbon footprints.

<http://www.vccslindia.org/home>

Kenya

1. Martin Weru

TIST (The International Small Group and Tree Planting Program)

martinweru@tist.org

TIST trains and encourages Small Groups to develop and share "best practices." TIST introduces improved farming and land use techniques to isolated subsistence farmers who are now planting millions of new trees. Using a combination of Small Group development and training programs and providing small stipends to groups, TIST helps local farmers meet their economic needs, even during severe dry seasons.

<http://www.tist.org/tist/doverview.php>

2. Moses Masiga

EcoAgriculture Partners
nomman22@hotmail.com

Ecoagriculture is both a conservation strategy and a rural development strategy. Ecoagriculture recognizes agricultural producers and communities as key stewards of ecosystems and biodiversity and enables them to play those roles effectively. Ecoagriculture applies an integrated ecosystem approach to agricultural landscapes to address all three pillars, drawing on diverse elements of production and conservation management systems. Meeting the goals of ecoagriculture usually requires collaboration or coordination between diverse stakeholders who are collectively responsible for managing key components of a landscape. <http://www.ecoagriculture.org/>

3. Maina Njoroge
CARE International
nmaina@care.or.ke

CARE International in Kenya (CIK) is a development and humanitarian organization with a goal to reduce poverty at the household level, and to provide relief in emergencies. CARE carries out significant activities in livelihoods (group savings and loans, water and sanitation), civil society organizational strengthening, and environmental services. Our main office is in Nairobi, and our priority regions are Nyanza Province (with a sub-office in Kisumu and projects in Siaya, Kisii and Nyamira), Kibera in Nairobi, North Eastern Province (sub-offices in Garissa, Dadaab and Takaba) and Marsabit and Embu in Eastern Province. <http://www.care.or.ke/index.php>

Tanzania

1. Grace Eustace
VI Agro forestry
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The Foundation Vi Plant Trees started in 1983 with a cry in the magazine 'Vi' to help stop the spread of the desert in Africa. Over the last 20 years of experience, this project has assisted small-scale farmers and rehabilitated large areas of degraded land. Vi Agroforestry Programme is the collective name for four projects in Kenya, Tanzania and Uganda and the head office in Sweden.
<http://www.viskogen.se/English/Organisation.aspx>

Uganda

1. Gerald Kairu
Ecotrust
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This is a community based initiative linking small –scale landholders to the voluntary carbon market based on the Plan Vivo system. Ecotrust helps calculate greenhouse gas emissions, reduce and compensate carbon footprint associated with activities or products to avoid negative impacts on climate change. <http://www.ecotrust.or.ug/home>

CCAFS/ICRAF Nairobi

1. Patti Kristjanson
2. Moushumi Chaudhury
3. Michael Misiko
4. Josephine Njoroge
5. Brenda Wawaka
6. Todd Rosenstock

Annex 2

Agenda – Communicating Carbon Workshop
12-14 October 2011

12 October			
Time	Activity	Objective	Leads
09:00-09:30	Introduction to CCAFS, Workshop Expectations, Objectives and Agenda	Everybody familiar with why we are here and what we will be doing	Patti
09:30-10:00	Ice Breaker and Organizational Introductions	Get to know each other	Carl
10:00-10:30	Key Themes in Carbon Projects and FPIC: Brief presentation	Hear about components of carbon projects, such as concept of sequestration, context, costs & benefits, MRV, legal dimensions in relation to the FPIC principles. Check our understanding of terms related to carbon projects based on Delia's presentation and terms that were sent by email	Delia and Carl
10:30-11:00	Tea/Coffee Break	Refuel and Socialize	
11:00-12:00	Experience Sharing Part 1: Participant presentations x 5(10 minutes each)	Hear about participants' experience with communicating the concept, costs and benefits, context, monitoring, reporting & verification (MRV) and legal dimensions of carbon projects	Moushumi
12:00-12:45	Reflection and Issue Mapping 1	Discuss and capture challenges, opportunities, questions, gaps in knowledge	Carl
12:45-13:30	Snack Lunch and Walk	Refuel and Energize	

12 October			
Time	Activity	Objective	Leads
13:30-14:30	Experience Sharing Part 2: Participant Presentations x 4 (10 minutes each)	Hear about issues with concept, costs and benefits, context, MRV and legal dimensions of carbon projects	Patti
14:30-15:15	Reflection and Issue Mapping 2	Discuss and capture challenges, opportunities, questions, gaps in knowledge	Carl
15:15-15:45	Tea/Coffee Break	Refuel and Socialize	
15:45-16:30	Enrich and Verify Issues Map	Build detail and consensus on key issues in communicating carbon	Carl
16:30-17:15	Fail Fair: Classic Mistakes from Agriculture and Environment Communications with a FPIC lens	Learning from shared history of errors to add to communication issues already identified	Carl
17:15	Close	Acknowledge progress made today	Moushumi

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13 October			
Time	Activity	Objective	Leads
09:00-09:30	Recap and Feedback on Previous Day	Reinforce learning	Moushumi
09:30-09:45	Overview of Communication Issues Analysis sessions	Build familiarity with aim of analyzing issues identified on day one	Carl
09:45-10:45	Analysis of Language (informal, scientific, translated, illiteracy, etc) and Tools (media, processes, etc)	Use our experience of using language and tools to analyze issues in communicating carbon and draw out key messages	Carl
10:45-11:15	Tea/Coffee Break	Refuel and Socialize	

13 October			
Time	Activity	Objective	Leads
11:15-12:15	Analysis of Cultural and Social Factors (gender, wealth, power, etc in engaging and building trust)	Use our experience of addressing cultural and social factors to analyze issues in communicating carbon and draw out key messages	Moushumi
12:15-13:15	Snack Lunch and Walk	Refuel and Energize	
13:15-14:15	Analysis of Structural Factors (property rights, size of landholding, markets, regulations, etc)	Use our experience of addressing structural factors to analyze issues in communicating carbon and draw out key messages	Patti
14:15-14:45	Tea/Coffee Break	Refuel and Socialize	
14:45-15:45	Analysis of Psychological Factors (values, attitudes, mindsets, etc)	Use our experience of addressing psychological factors to analyze issues in communicating carbon and draw out key messages	Carl
15:45-17:00	Policy Brief Design: Message, Audience, Headings, Who wants to Write What?	Create the foundation for collaborative writing of a Communicating Carbon policy brief based on our analysis	Carl
17:00	Close	Acknowledge progress made today	Moushumi

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14 October			
Time	Activity	Objective	Leads
09:00-09:15	Overview of sessions	Build familiarity with aim of today's policy brief writing sessions.	Patti

14 October			
Time	Activity	Objective	Leads
09:15-10:30	Writing Policy Brief Sections (using design agreed yesterday and issues and analysis gathered during workshop)	Produce first rough draft that can be shared after break for feedback (500 words max)	Carl
10:30-10:45	Tea/Coffee Break	Refuel	
10:45-11-30	Reading and Feedback	Swap one draft section and then provide critical feedback to the writers	Carl
11:30-12:00	Re-draft Policy Brief Sections	Enhance draft building on feedback	Carl
12:00-12:30	Action Planning (to complete policy brief and set other aims)	A simple plan to carry forward collaboration beyond this initial gathering	Carl
12:30-13:00	Close	Feedback on initial expectations and share best aspects of the workshop	Patti and Moushumi
13:00-14:00	Lunch		