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Communication Strategy for WWF Altai-Sayan Ecoregion (ASER) Action Plan (AP) (until FY12)

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1. Introduction

The overall goal of this Communication Strategy is to define common goals and develop a framework for communication to support implementation of WWF Altai-Sayan Ecoregion Action Plan. The Communications Strategy is effective until the end of FY12, subject to relevant updates if deemed necessary and advised by the AS Steering Committee.

2. Background and situation analysis

Altai Sayan Ecoregion (ASER), one of the 35 priority places identified by WWF GPF



is a relatively large area (1,065,000 km²), running roughly east - west through the region where Russia, Kazakhstan, China and Mongolia meet. The area contains geographically distinct biomes, consisting of high mountain taiga, tundra, forest, wetland, steppe and desert that share a large majority of their species, dynamics and environmental conditions.

The natural phenomenon known as the “edge effect” relates to the increased number of species encountered, where two or more major habitat types intersect. Located in the transition zone between the great northern Taiga forests, the Altai Mountains and the deserts of Central Asia, ASER is an example of the Edge Effect writ large. The extreme upper watersheds of two of the world’s ten largest river basins – the Ob and the Yenisei - are formed by the mountains of the Altai-Sayan. ASER is one of the last refuges for an important population of the endangered snow leopard (*Uncia uncia*) – WWF flagship species under Asian big cats and the Altai argali (*Ovis ammon*) – WWF footprint species, the largest wild sheep on earth. The snow leopard and argali sheep are critical species indicative of the overall health of the ASER. Mongolian saiga antelope (*Saiga tatarica mongolica*) is spectacular and unique mammal characteristics of the desert steppe zone in the Altai-Sayan that was also identified as WWF footprint species, subject to wildlife trade.

Although crossed by the political borders of Russia, Mongolia, Kazakhstan, and China, ASER shares not only common natural heritage but also cultural heritage. The local population of all the four countries in Altai-Sayan shares common history, lifestyle, religion, food, music, tradition and more.

Global value of the Ecoregion is witnessed by 2 World Natural Heritage Sites – “Altai Golden Mountains” in Russia and transboundary “Uvs Lake basin” in Mongolia and Russia.

WWF has been active in the Ecoregion since 1996 in Mongolia and 1998 in Russia and Kazakhstan.

Recognizing the importance of the Altai Sayan Ecoregion as the hub for biodiversity, WWF has developed the ecoregional conservation action plan with 5 goals, covering the issues of keystone species, habitat representation, ecological processes, key threats and enabling conditions. Accordingly, in order to ensure an effective implementation of the conservation action plan, WWF Mongolia and Russia have developed the present communication strategy.

3. Overall conservation programme objectives

Goal	Objectives
Goal 1: Keystone Species	Snow Leopard Argali sheep Gazelle Saiga
Goal 2: Habitat Representation	2.1 Creation representative system of PA's 2.2 Conservation of high priority ecosystems
Goal 3: Ecological Processes	3.1 Wildlife habitat connectivity 3.2 River dynamics
Goal 4: Key threats: poaching and illegal wildlife trade, overgrazing, illegal logging, mining	4.1 Poaching and wildlife trade 4.2 Overgrazing 4.3 Illegal logging 4.4 Responsible Mining (largely Mongolia, also Tuva nad locally Altai) 4.5 Addressing Climate change impact
Goal 5: Enabling Conditions	5.1 Overview of key legislations and WWF position; legislation enforcement 5.2 Public awareness and education

4. Communication Objectives:

1. *Fundraising related objective.* Conservation value of ASER and WWF achievements in the ecoregion are highly profiled among international donor community and WWF network, so that funding for ASER AP is ensured.
2. *Branding related objective.* WWF's recognition, trust and support is constantly increasing on the ecoregional and national levels. (Indicators to be developed).
3. *Conservation related objective.* Defined stakeholders' interest and involvement in participating in implementation of ASER AP is raising.

Stakeholders are defined as: local people, local and national governments, relevant agencies, business and other NGOs.

5. Target audiences, key messages call to actions and communication tools

Target audience	Key message	Call to action	Tools
Local people and communities	<ul style="list-style-type: none"> ▪ Nature conservation is a guarantee for you and your children’s future. Rational nature management can become a source of additional income for you ▪ Surrounding environment is interconnected – there is not such thing as completely separate from others. ▪ Natural resources provide local communities their basic needs including water, grass, firewood, etc. ▪ Sound management of natural resources will provide solid ground to use natural resources for a long period ▪ Role/Importance of Snow leopard, Argali and Saiga for the surrounding ecosystems 	Use the nature in a sustainable manner to ensure better future	<ul style="list-style-type: none"> • Articles and stories in media • Publications on achievements and events • Social advertising • Ecology-educating events • Public billboards • Messages by religious leaders
Mass media and journalists	Today ecological problems affect the life of every person. WWF’s work in nature conservation is a work for the benefit of all people living here. Mass media as a main information quarry must tell people true and objective information including ecological one. WWF is a reliable source of such information.	Tell people how they can help to solve environmental problems!	Press-releases News on-line News-letters Press-tours Informal contacts under ecological journalists club Web sites Photos and videos

NGOs	Working together we can achieve better results in nature conservation and strengthening of civil society, rural development, poverty alleviation, cultural preservation, and the promotion of human rights.	Let's consolidate our efforts!	Articles and stories in media News on-line Publications on achievements and events Joint events Publication of joint information materials
National decision-makers (parliament and government) and relevant agencies	AS is internationally important natural heritage the conservation of which will enhance the image of the country. WWF's programme implementation will help you to ensure long-term biodiversity and nature resources conservation. We are your partners in keeping the region safe.	Take sufficient policy measures on national level to ensure long term sustainable development of the ecoregion and increase funding for conservation	Public campaigns Press conferences Events Publications
Local authorities	Successful implementation of the ASER AP will lead to further investments and ensure long-term biodiversity and nature resources conservation. WWF helps you to fulfill your conservation programme goals. Your active participation will also raise your image in the local community and on national and international level.	Let's work together to solve environmental problems!	Brochures and booklets Articles and stories in media Press conferences Joint public events
Donors (GAAs, WWF network, private foundations)	WWF is one of the most effective environmental NGOs with an established presence in the region. Rendering a support to WWF's work you contribute to our common goals – nature conservation for harmonious future. Your contribution makes big difference not only for conservation but also for sustainable development.	Co-fund WWF programme!	Donor trips Articles and stories in media Website Reports on achievements and events Bulletins E-newsletters
Business entities which	Working with WWF on saving natural	Comply to the WWF's	Brochures and booklets

impact the nature	resources will lead to the sustainable development of your business and receive positive publicity. Responsible business is good for you and for the environment.	recommendations to your business!	Articles and stories in media WWF's position papers Press conferences Joint events
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6. Joint ASER Communication activities

While most of the communication activities are taken on national level, there are some that require coordinated joint efforts of all national teams involved, Among them are:

Common webpage

While all countries have their own web pages with detailed information on all activities taken in the region, a common page that gives a general idea of WWF work in the whole ecoregion and provides the links to national web resources is to be created.

This page should be located on www.panda.org and will contain:

- General description of the ecoregion and WWF programme overall goals and objectives
- Download of conservation action plan
- Downloads of quarterly e-newsletters
- Download of ASER brochure (when ready)
- Links to national websites

Electronic newsletter

The E-newsletter is produced on a quarterly basis upon mutual agreement both by WWF Russia and WWF Mongolia and should be mailed regularly to all the groups of interests, authorities and donor agencies.

It is described the highlights of the conservation actions in Altai-Sayan Ecoregion and other developments within the region relevant for consideration.

Contributions to the newsletter content are required by each partner of the Altai-Sayan Ecoregion. Each newsletter should be sent for comments and updates to each partner before its final release and publication.

E-newsletters also contain facts-sheets, to be produced and distributes whenever quick and inexpensive information items are needed on specific subjects.

Publications

Although most publications are being produced for internal national use, it is important to share the ideas of publications at the initial planning stage.

Joint ecoregional publications which are published in English and national languages include:

- Annual achievement report (electronic 2-pager in English)
- ASER brochure (to be developed by the end of 2008)
- Annual leaflets on programme of work on PAs

7. Communication action plans

a. WWF Mongolia communication action plan

Work with Mass Media and on-line

Activity	Where implemented	Planning	Contribution to EAP
1. Regular press-releases and news on-line	For all Ecoregion	Quarterly	Objective 5.2 Public awareness and education
2. Regular (once in three months) news-letters on events of Altai-Sayan (on www.wwf.mn)	For all Ecoregion	Quarterly	
3. To launch WWF social advertisements on regional TV channels (Climate Change, Snow Leopard, Saiga etc.).	Mongolia	During the programme implementation period	
4. Press-trips to model sites of the project	Mongolia	Once a year	
5. To create web-site on MAVA project	Russia/Mongolia	By December 2007	
6. Regular articles and radio programmes on news and events in	Mongolia	Once a week for the radio programmes	

the region		Articles quarterly	
7. Produce documentary films on Khovd/Buyant Water Use and best practices	Mongolia	By end of October 2008	
8. Develop web site for Buyant River Basin and train Buyant River Basin Council to maintain it.	Mongolia	By the end of December 2008	
9. Develop a common webpage that gives a general idea of WWF work in the whole ecoregion and provides the links to national web resources is to be created	For all Ecoregion	Quarterly	Objective 5.2 Public awareness and education
10. Produce e-newsletter on a quarterly basis upon mutual agreement both by WWF Russia and WWF Mongolia to be mailed regularly to all the groups of interests, authorities and donor agencies	For all Ecoregion	Quarterly	

Production of information materials and social advertising

Activity	Where implemented	Planning	Contribution to EAP
1. To produce/distribute posters, leaflets and hand-outs addressing the specific issues of the Ecoregion	For all Ecoregion	During the programme implementation	Goal 2: Habitat representation
2. To produce/distribute quarterly bulletin "Panda News" in Mongolian language	For all Ecoregion	Quarterly	Objective 5.2 Public awareness and education
3. To publish calendar with specific issues in the region	Mongolia	By the end of December 2008	
4. Develop and publish children's book on sustainable water use	Mongolia	September-October 2008	Goal 3: Ecological processes
5. Develop and publish handbook on IWRM	Mongolia	By the end of December 2008	
6. Prepare and publish public	Mongolia	January-March 2009	

awareness materials on the Nature Reserve			Objective 5.2 Public awareness and education
7. Develop and publish handbooks on ESD for the Khovd and Gobi-Altai aimag's pilot schools teachers	Mongolia	December 2008	
8. Develop and publish "Green School" newsletter	Mongolia	Quarterly	
9. Translate/develop educational training materials for formal pilot schools students/teachers and NFE centres	Mongolia	February 2009	
10. Publish brochures on "Saiga and its value", "Habitat of Saiga", "Breeding and population of Saiga", for pupils	Saiga habitat places	February 2009	Goal 4: Key threats: poaching and wildlife trade, overgrazing, illegal logging, mining
11. Produce series steaker "Me too Saiga ranger"	Saiga habitat places	February 2009	
12. Produce poster on Wildlife trade and poaching of Saiga	Saiga habitat places	March 2009	
13. Produce/distribute brochures in 6 languages to increase general public awareness on (penalties) of illegal wildlife trade	Mongolia	October 2008	Objective 4.1 Poaching and wildlife trade
14. Joint ecoregional publications which are published in English and national languages include: <ul style="list-style-type: none"> - Annual achievement report (electronic 2-pager in English) - ASER brochure (to be developed by the end of 2008) - Annual leaflets on programme of work on PAs 	For all Ecoregion	During the programme implementation period	Objective 5.2 Public awareness and education

Education and public awareness campaign

Activity	Where implemented	Planning	Contribution to EAP
1. To conduct education & public awareness event involving 250 local people within core areas of Saiga	Mongolia	September 2008	Goal 1: Key species Objective 5.2 Public awareness and education
2. Organize a tree-planting campaign with school-kids from the area	Mongolia	May 2009	Objective 5.2 Public awareness and education
3. Organize 1-2 awareness-raising campaigns for local stakeholders (reaching 90'000 people) to increase public knowledge on IRBM and gain support	For all Ecoregion	April-May 2009	
4. Organize event jointly with partners in Uvs aimag and soum centers	Uvs aimag	June 2009	
5. Organize ecological summer camp among Youth clubs (marathon, sharing knowledge, exchange information and team work	Mongolia	July-August 2009	

b. WWF Russia communication action plan

Work with Mass Media and on-line

Activity	Where implemented	Planning	Contribution to EAP
1. Regular press-releases and news on-line	For all Ecoregion	Not less than 3 per month	
2. Regular (once in three months) news-letters on events of Altai-Sayan (on www.wwf.ru)	For all Ecoregion	By November 2007	
3. To establish ecological journalists club	Russia	By mid 2008	
4. To update Altai-Sayan page on www.wwf.ru/altai	Russia	By the end of 2007	

			Objective 5.2 Public awareness and education
5. To launch WWF social advertisements on regional TV channels (Climate Change, Snow Leopard, WWF Know How etc.).	Russia	During all project (to start by the end 2007)	
6. Press-trips to model sites of the project	Russia	1 – 2 per year	
7. To create web-site on MAVA project	Russia/Mongolia	By December 2007	
8. Develop a common webpage that gives a general idea of WWF work in the whole ecoregion and provides the links to national web resources is to be created	For all Ecoregion	Quarterly	
9. Produce e-newsletter on a quarterly basis upon mutual agreement both by WWF Russia and WWF Mongolia to be mailed regularly to all the groups of interests, authorities and donor agencies	For all Ecoregion	Quarterly	

Production of information materials and social advertising

Activity	Where implemented	Planning	Contribution to EAP
1. To produce/distribute poster with updated map of existing PAs in the Ecoregion	For all Ecoregion	By the beginning of 2008	Goal 2: Habitat representation
2. To promote key WWF conservation achievements via social advertisement (billboards, 5-6 per year, in the airports and railway stations)	For all Ecoregion	During all project	
3. To develop standard set of WWF Altai-Sayan presentations (general, PAs, species, ECP, threats and WWF AP, WWF Know How etc.) to be used	For all Ecoregion	By March 2008	

at promotion meetings and round-tables and (general) distributed to computerized schools.			Objective 5.2 Public awareness and education
4. To place WWF's banner or poster in Krasnoyarsk: «Stolby» State Nature Reserve and «Roev Ruchei» zoo	Russia	By November 2007	
5. To publish new bulletin «WWF in Altai-Sayan»	For all Ecoregion	By February 2007	
6. To publish school diary on ecological themes (with Irbis)	Russia (Altai, Tuva)	By August 2008	
7. To publish calendar with tuvinian kamba-lama appeal «Save nature!»	Russia (Tuva)		
8. To publish WWF's calendars – wall and pocket-sized	For all Ecoregion	Annually (first – by the end 2007)	
9. To prepare and publish a brochure about developing eco-tourism on new PAs (with tourist associations and local communities?)	Russia		Objective 5.2 Public awareness and education
10. Annual reports on tourism-generated incomes	Russia	Annually	Activity 1.1.2 Economic alternatives and incentives for conservation
11. <i>Information bulletin on promotion and lobbying for environmentally-friendly practices and decisions (WWF Russia)</i>	<i>Russia</i>		<i>Goal 4: Key threats: poaching and wildlife trade, overgrazing, illegal logging, mining</i>
12. Booklet about dzeren (why it is necessary to restore population)	Russia (especially Tuva)	By the beginning 2009	
13. Poster "Custom on guard of nature"	Russia		Objective 4.1 Poaching and wildlife trade
14. Leaflet on benefits from reformed legislation	Russia		Objective 5.1 Review of key legislations and WWF position, legislation enforcement
15. <i>Report on how incomes from</i>	<i>Russia</i>		<i>Activity 1.1.2 Economic</i>

<i>game resource management are obtained and decided upon by local communities</i>			alternatives and incentives for conservation
16. Calendar for boundaries «Help to pass the border!»	Russia		
17. Joint ecoregional publications which are published in English and national languages include: <ul style="list-style-type: none"> - Annual achievement report (electronic 2-pager in English) - ASER brochure (to be developed by the end of 2008) - Annual leaflets on programme of work on PAs 	For all Ecoregion	During the programme implementation period	Objective 5.2 Public awareness and education

Conduction of education and public awareness campaign

Activity	Where implemented	Planning	Contribution to EAP
1. To conduct education & public awareness campaign within core areas of Argali and Snow Leopard (in the areas to become new PAs)	Russia (Altai, Tuva, South of KR)	During all project	Goal 1: Key species Objective 5.2 Public awareness and education
2. To support education program of WWF Friends Kids Clubs of Altai-Sayan Ecoregion	Russia	During all project	Objective 5.2 Public awareness and education
3. Promotion of WWF activities and nature-friendly ecotourism in the Altai-Sayan via on-board magazines of key air companies	For all Ecoregion	By March 2008	
4. To continue support of ethnic music festival Sayan Ring via making a special WWF award	<i>Russia (South of KR)</i>	<i>During all project (next fest will be held in July 2008)</i>	

5. To take part in annual «March of Parks»	Russia (Krasnoyarsk region, Tuva Republic)	During all project	
6. Exhibition of locally-made products, that flavor conservation of wildlife and help generate incomes to local people	Russia (Altai, Tuva)		Activity 1.1.2 Economic alternatives and incentives for conservation