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| **Survey about Ridge to Reef communication needs** | “Protect our Home, from Land to SEA” |
| The Ridge to Reef (R2R) Project helps people take action to look after their islands and the forests, freshwater, soil, coral reefs and ocean that support culture, community life, health and livelihoods.  Good communication is an important project tool. Your feedback on this survey will help Ridge to Reef messages have stronger impact. |  |

1. There are many ways to share information about environmental projects, such as Ridge to Reef. From your experience, what methods do you feel the R2R Project could use to strengthen its message delivery?

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| Select your top five (5) – Mark boxes with an X | | |
| Posters  Personal stories  Project reports  Photographs  Site demonstrations  Art or music  Face to face presentations  Presentations  Advertising | Newsletters  Social media (e.g. Facebook, Instagram, WhatsApp)  Radio  Television  Videos produced by a community  Brochures or factsheets  Emails  Short summary reports | Booklets  Local signboards  Websites  Meetings  Newspapers  Practical activities  Slogans  Conferences  Movie nights |
| Please list any others  Type here | | |

1. There are many different groups of people in FSM who influence or are affected by the way the land and sea is used. Who would you identify as the most important people or groups to target in the R2R messaging?

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| Select your top five (5) | | |
| Traditional leaders  Elected representatives  NGOs  School children  Local communities  Land development industry  Tourism sector | Fishers  Elders  Municipal officials  Women  Farmers  Church leaders  Young women | Hunters  Local champions (sport, media)  Young men  Community-based organisations  State or national government officials  Livestock owners |
| Please list any others  Type here | | |

1. The R2R Project is expected to effectively communicate messages about the importance of caring for the natural environment from forests and waterways to the coral reefs. In what ways do you see the project influencing people to make good decisions about the natural environment?

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| Select your top five (5) | |
| Providing more technical/scientific information  Clear information on how all parts of Ridge to Reef depend on each other  Giving demonstrations  Inviting well-known people to give their opinions  Practical hands-on activities  Asking people to make pledges | Youth leadership opportunities  Participation in environmental monitoring  Structured school courses  Running awards programs  Interactive media  Forums or workshops  Showcasing conservation case studies  Presenting adaptive management |
| Please describe any others  Type here | |

1. What type of information about the natural environment (or on other issues) has really captured your attention so well that it made you stop, think and change behaviour?

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| Select your top two (2) | |
| Someone sharing their personal experiences  Hearing about, or seeing, an environmental problem first-hand (e.g. learning exchanges)  Hearing about a community that has succeeded in protecting its local environment  A talk by a strong local conservation champion | Realising the $$ cost of environmental harm  Knowing more about special plants or animals  Learning how resources can be managed in traditional ways  Knowing when a resource might run out |
| Please describe any others  Type here | |

1. Communities in FSM have a long culture of traditional resource management and want to care for their land and seas. However, some people and groups do not link their actions in one place to harmful effects elsewhere in the ridge to reef system. How do you think this awareness and understanding can be strengthened?

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| Select your top two (2) | |
| Running site demonstrations  Providing technical information  Enforcement and fines  Elders sharing traditional ways  Considering the impact on coming generations | Messaging merchandise (e.g. t-shirts, keep-cups, caps, stickers)  Practical involvement in a conservation activity  More scientific research  Simple information posters  Learning exchanges |
| Please describe any others  Type here | |

1. Who are the people who could have the most positive influence over others in your communities and who could be engaged to contribute to the R2R messaging activity?

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| Select your top two (2) | |
| Respected community members  State politicians  R2R project staff  Younger children  School teachers  Traditional leaders | Women’s groups and networks  National politicians  NGO staff  A fisher, farmer or hunter who is strong on conservation  Elders who know traditional ways  Church leaders |
| Please list any others  Type here | |

1. What are the main barriers in communicating good messages about the Ridge to Reef Project?

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| Select your top two (2) | |
| Confusion between the names and brandings of so many different environment projects  Focus on negative stories  Low political will  Information overload about the environment from NGOs, scientists, government | Other priorities – making income, economic development, access to food supply  Not enough feedback to communities (e.g. research studies, monitoring results)  Traditional ways becoming less known  Complicated information (e.g. technical reports) |
| Please describe any others  Type here | |

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| Are you someone who is:   |  | | --- | | Affiliated with the R2R Project through an NGO  Affiliated with the R2R Project through government  Affiliated with the R2R Project through a community group  Working for, or closely involved with, an environmental NGO   Working for government (National, State or Local)  None of the Above | |  |  |  |  | | --- | --- | | Please return your completed survey to:  R2R Project Manager, Rosalinda Yatilman [rosalinda.yatilman@decem.gov.fm](mailto:rosalinda.yatilman@decem.gov.fm) Tel: +691 320 8815 | ***Thank you*** | |