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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 othersType 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 othersType 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 othersType 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 othersType 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 othersType 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 othersType here |

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| Are you someone who is:

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| [ ]  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  |
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| Please return your completed survey to:R2R Project Manager, Rosalinda Yatilman rosalinda.yatilman@decem.gov.fm Tel: +691 320 8815 | ***Thank you*** |

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