

# APF Net Curriculum 2

## Forest Governance, Public Relations, and Community Development

### Course Syllabus

Semester 2015

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<b>Course Title:</b>	Forest Governance, Public Relationship and Community Development
<b>Credits:</b>	3 Credits

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### Course Description

This course highlights the importance of understanding and effectively managing the social or human dimension of forestry as a requisite to achieving the goal of sustainable forest management. As reflected in its title, the course is divided into three modules considered to be social pillars in promoting sustainable forest management.

The first module on **forest governance** presents the importance, concepts and principles of “good forest governance” and the realities on the ground by analyzing the dynamics that exist between the various forest governance institutions. It also showcases the different forest governance initiatives at the national and global levels and assesses their contributions in advancing sustainable forest management.

The second module on **public relations** provides a basic understanding of public relations as it may be applied in sustainable forest management through science communication. It describes different communication strategies and approaches which can be used in forestry and emphasizes how to enhance the social capability of the foresters to engage and build relationships among other stakeholders and partners in achieving the goal of sustainable forest management.

Finally, the third module on **community development** highlights that forests serve as the storehouse that supplies basic human needs such as food, clothing, shelter, and medicine as well as the environmental services that are keys to the survival and well-being of millions of local communities. The module examines forestry as a form of development intervention and how it can better contribute to the achieving the goal of community development.

This course seeks to introduce natural resource managers, educators, practitioners and other agents of environmental development to the social dimensions of sustainable forest management through this intensive online course.

## **Course Prerequisites**

Participants are expected to have a work experience related to the field of forestry, environmental science, community development or natural resources conservation, and/or related fields.

## **Course Format**

The course is divided into three modules: Forest Governance, Public Relations for Sustainable Forestry and Forestry for Community Development. Designed to be taken as an open course where materials can be accessed by anyone/anytime. Participants will learn through a self-directed learning approach.

A unique feature of this course is the Knowledge Café, where forum discussions among course takers/students can be found. This page features posts where course takers/students can interact with each other to exchange their ideas and insights about the topics discussed in the course.

## **Course Objectives**

At the end of the course, the students should be able to:

1. Describe the role of forest governance, public relations and community development in promoting sustainable forest management;
2. Explain the concepts, principles, strategies and practices of forest governance, public relations and community development in the context of sustainable forest management
3. Analyse the dynamics of forest governance institutions and evaluate the national and international governance initiatives in terms of their contribution to sustainable forestry;
4. Apply the principles of public relations in promoting sustainable forest management;
5. Analyze the limitations of current forestry initiatives in advancing local community development; and recommend appropriate strategies how forestry interventions can better achieve local community development;
6. Synthesize some lessons from tropical countries on how human dimensions of forest management can better contribute to sustainable forest management.

## **Course Materials**

## Module 1: Forest Governance

### 1. Books & Articles

- Broekhoven, G., Savenije, H., & von Scheliha, S. (Eds.). (2012). *Moving forward with forest governance*. Wageningen, the Netherlands: Tropenbos International. xvi + 272 pp. Retrieved from <http://www.tropenbos.org/file.php/786/etfrn-53-19062012.pdf>
- Cowling, P., DeValue, K., & Rosenbaum, K. (2014). *Assessing forest governance: A practical guide to data collection, analysis and use*. Washington DC: PROFOR and FAO. Retrieved from [http://www-wds.worldbank.org/external/default/WDSPContentServer/WDSP/IB/2014/07/09/000016351\\_20140709140809/Rendered/PDF/891450WP0P14470sForestGov0web0FINAL.pdf](http://www-wds.worldbank.org/external/default/WDSPContentServer/WDSP/IB/2014/07/09/000016351_20140709140809/Rendered/PDF/891450WP0P14470sForestGov0web0FINAL.pdf)
- Food and Agriculture Organization of the United Nation (FAO). (2011). *Framework for assessing and monitoring forest governance*. Rome, Italy: Food and Agriculture Organization. Retrieved from <http://www.fao.org/climatechange/27526-0cc61ecc084048c7a9425f64942df70a8.pdf>
- Maidell, M., Cheney, E. & Rametsteiner, E. (2012). A common framework to assess and monitor forest governance. *ETFRN News*, 53, April 2012. Retrieved from <http://www.etfrn.org/file.php/66/2.1.m.maidell-e.cheney-e.rametsteiner.pdf>.

### 2. Videos

- Seymour, F. (CIFOR Director). (September 2010). The costs of poor forest governance [Video file]. Program on Forests. Retrieved from <http://vimeo.com/15167811>
- European Forest Institute. (n.d.). Fighting illegal logging: FLEGT voluntary partnership agreements [Video file]. Retrieved from <https://www.youtube.com/watch?v=VhdJghv6gGY>
- The International Centre for Integrated Mountain Development (ICIMOD). (2012). REDD+ for green communities: Lesson from a pilot project in Nepal [Video file]. Retrieved from <https://www.youtube.com/watch?v=VjfTF9sVtxo>
- Center for International Forestry Research (CIFOR). (2013). Land tenure and REDD+: Lessons from Brazil [Video file]. Retrieved from [https://www.youtube.com/watch?v=elfX\\_DEcoLg](https://www.youtube.com/watch?v=elfX_DEcoLg)

## Module 2: Public Relations for Sustainable Forestry

### 1. Textbooks

- Hall, R. (Ed.). (2013). *REDD+ and the underlying causes of deforestation and forest degradation*. Asuncion, Paraguay: Global Forest Coalition. Retrieved from <http://globalforestcoalition.org/wp-content/uploads/2013/11/REDD-and-UC-report-final.pdf>
- Rebugio, L.R., et.al (2010). Promoting Sustainable Forest Management Through Community Forestry in the Philippines. In G. Mery, P. Katila, G. Galloway, R.I. Alfaro, M. Kanninen, M. Lobovikov, and J. Varjo (Eds.), *Forests and society – Responding to global drivers of change* (pp. 355-368). Vantaa, Finland: International Union of Forest Research Organizations. Retrieved from <http://www.iufro.org/science/special/wfse/forests-society-global-drivers/>
- Gascon, C. N., Gascon, A.F., & Takahashi, K. (Eds.). (2006). *Agroforestry systems in the Philippines: Experiences and lessons learned in Mt. Banahaw, Hanunuo Mangyan and some community-based forestry projects*. Ohwashi, Tsukuba, Ibaraki, Japan: Japan International

Center for Agriculture Sciences.

Philippine Federation for Environmental Concern (PFEC). (n.d.). *Community-based Forest Management Strategic Plan (2008-2017)* (pp. 1-35). Quezon City, Philippines: Department of Environment and Natural Resources. Retrieved from <http://philippine-environment.org/uploads/pdf/CBFMSTRATPLAN.pdf>

Magno, F. (2001). Forest devolution and social capital: State-civil society relations in the Philippines. *Environmental History* 6 (2), 264-286. Retrieved from <http://www.jstor.org/stable/3985087>

Guiang, E.S., Borlagdan, S.B., and Pulhin, J.M. (2001). *Community-based forest management in the Philippines: A preliminary assessment*. Philippine: Institute of Philippine Culture, Ateneo de Manila University in collaboration with University of the Philippines Los Baños. Retrieved from <http://dlc.dlib.indiana.edu/dlc/bitstream/handle/10535/7541/CBFM%20Preliminary%20Assessment.pdf?sequence=1>

European Communities. (2003). *Sustainable forestry and the European Union: Initiatives of the European Commission* (pp. 1-56). Luxembourg: Office for Official Publications of the European Communities. Retrieved from [http://ec.europa.eu/agriculture/publi/brochures/forestry/full\\_en.pdf](http://ec.europa.eu/agriculture/publi/brochures/forestry/full_en.pdf)

Brown, J., Gaudin, P., & Moran, W. (2013). *PR and communication in local government and public services* (pp 1-297). London: Koran Page Limited. ISBN-10: 0749466162; ISBN-13: 978-0749466169

Bultitude, K. (2011). The why and how of science communication. In P. Rosulek (Ed.), *Science communication*. Pilsen: European Commission. Retrieved from [http://www.ucl.ac.uk/sts/staff/bultitude/KB\\_TB/Karen\\_Bultitude\\_-\\_Science\\_Communication\\_Why\\_and\\_How.pdf](http://www.ucl.ac.uk/sts/staff/bultitude/KB_TB/Karen_Bultitude_-_Science_Communication_Why_and_How.pdf)

Verité Healthcare Consulting, LLC. (2013). Community health needs assessment (prepared for Inova Fairfax Medical Campus). Alexandria, Virginia: Verité Healthcare Consulting, LLC. Retrieved from <http://www.inova.org/upload/docs/Community/Inova-Fairfax-Medical-Campus-Community-Health-Needs-Assessment-2013.pdf>

## **2. Articles from journals**

Hosonuma, N., Herold, M., de Sy, V., de Fries, R.S., Brockhaus, M., Verchot, L., Angelsen, A., & Romijn, E. (2012). An assessment of deforestation and forest degradation drivers in developing countries. *Environmental Research Letters* 7 (4). Retrieved from <http://iopscience.iop.org/1748-9326/7/4/044009>

Munir and Dedi Rohendi. (2012). Development model for knowledge management system (KMS) to improve university's performance (Case studies in Indonesia University of Education). *International Journal of Computer Science Issues*, 9-1 (1). Retrieved from <http://ijcsi.org/papers/IJCSI-9-1-1-1-6.pdf>

## **3. Others (e.g., conference report, government document, etc.)**

Abdullah, M. S., Benest, I., Evans, A., & Kimble, C. (2002). Proceedings of 3rd European Conference on Knowledge Management, Dublin, Ireland, September 2002: *Knowledge modelling techniques*

- for developing knowledge management systems (pp. 15-25). ISBN:0-9540488-6-5. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.20.799&rep=rep1&type=pdf>
- Carandang, A.P. (2011). *Assessment of the contribution of forestry to poverty alleviation in the Philippines (Final Report)*. Food and Agriculture Organization of the United Nations. Retrieved from <http://www.fao.org/docrep/016/i2732e/i2732e03.pdf>
- Carandang, A.P., et.al (2012). *Analysis of key drivers of deforestation and forest degradation in the Philippines*. Bonn and Eschborn, Germany: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. Retrieved from <https://www.giz.de/en/downloads/giz2013-en-key-drivers-deforestation-forest-degradation-philippines.pdf>
- Cornwell Management Consultants plc. (2004). *Digital preservation coalition training needs analysis final report* (pp. 1-35). Retrieved from <http://www.jisc.ac.uk/media/documents/programmes/preservation/trainingneedsfinalreport.pdf>
- Janse, G. (2007). *Communication in forest policy decision-making in Europe: a study on communication processes between policy, science and the public* (Doctoral dissertation). Faculty of Forest Sciences, University of Joensuu. Retrieved from <http://www.metla.fi/dissertations/df48.pdf>
- Kissinger, G., Herold, M., & De Sy, V. (2012). *Drivers of deforestation and forest degradation: A synthesis report for REDD+ policymakers*. Vancouver Canada : Lexeme Consulting. Retrieved from [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/65505/6316-drive-rs-deforestation-report.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/65505/6316-drive-rs-deforestation-report.pdf)
- Pulhin, J.M. (2002). Trends in Forest Policy in the Philippines. *Policy Trend Report 2002*, 29-41. Retrieved from [http://enviroscope.iges.or.jp/modules/envirolib/upload/371/attach/03\\_Philippines.pdf](http://enviroscope.iges.or.jp/modules/envirolib/upload/371/attach/03_Philippines.pdf)
- Rowan University Communication Institute. (2000). A Brief History of Public Relations. Retrieved from <http://www.larrylitwin.com/handouts/History%20of%20PR%20090104.pdf>
- Tate, R. L. (1976). Public relations in urban forestry. *Journal of Arboriculture*, 170-172. Retrieved from <http://joa.isa-arbor.com/request.asp?JournalID=1&ArticleID=1404&Type=2>
- Zimmerman, A. ,& Maennling, C. (2007). *Multi-stakeholder management: Tools for stakeholder analysis: 10 building blocks for designing participatory systems of cooperation* (pp. 1-62). Eschborn, Germany: Deutsche Gesellschaft für Technische Zusammenarbeit (GTZ) GmbH. Retrieved from <http://www.fsnnetwork.org/sites/default/files/en-svmp-instrumente-akteuersanalyse.pdf>

### **Module 3: Forestry for Community Development**

#### **1. Textbooks (author, edition, year, ISBN, etc.)**

- Purnomo, K. P. (2011). *The development of local institutions for community-based forest: A case study in Indonesia*. VDM Verlag. ISBN: 9783639377583

## 2. Articles from journals

Alam, A., & Ihsan, S. (2012). Role of participatory rural appraisal in community development (A case study of Barani area development project in agriculture, live stock and forestry development in Kohat). *International Journal of Academic Research in Business and Social Sciences* 2(8). Retrieved from <http://www.hrmars.com/admin/pics/963.pdf>

Amadi, B. O., & Abdullah, H. (2011). Evaluating multi-sector partnerships for sustainable community development in Nigeria. *Canadian Social Science*, 7(6). DOI: 10.3968/j.css.1923669720110706.053. Retrieved from <http://www.cscanada.net/index.php/css/article/viewFile/j.css.1923669720110706.053/2098>

Basit, A., Saif-ur-Rehman, & Nawaz, S. (2003). Impact of social forestry programme in rural Punjab: A case study in district faisalabad. *Pakistan Journal of Social Sciences*, 1(3), 204-206.

Dale, A., Ling, C., & Newman, L. (2010). Community vitality: The role of community-level resilience adaptation and innovation in sustainable development. *Sustainability*, 2010 (2). DOI: 10.3390/su2010215. Retrieved from <http://www.crcresearch.org/sites/default/files/u641/sustainability-02-00215.pdf>

## 3. Others (e.g., conference report, government document, etc.)

The Center for People and Forests (RECOFTC). (2013). Community Forestry Champions Network: Tackling the obstacles to community forestry in Asia [Audio File]. Retrieved from <http://www.recoftc.org/videos/cf-champions-video>

## Course Schedule

As this is a self-directed online course, you can complete the topics and modules at your own pace. The timelines in the course schedule are suggested timelines. The speed at which you progress through the course will depend on a number of factors, including how well you can understand English, how much you already know about forest management, and how familiar you are with the materials.

Start Week	Module/Unit	Core Ideas	Learning Activities
<b>Module 1 Forest Governance</b>			
1	<b>Topic 1: Introduction to Forest Governance</b> a. Importance of Forest Governance to sustainable forest management	<ul style="list-style-type: none"> <li>Forest Governance</li> <li>Sustainable Forest</li> </ul>	<ul style="list-style-type: none"> <li>Review course introduction and overview materials.</li> <li>Read background information</li> </ul>

	b. Trends in governing the forest resources	Management <ul style="list-style-type: none"> <li>• Trends in forest governance</li> </ul>	<ul style="list-style-type: none"> <li>• Watch online video lectures</li> <li>• Do a self-test</li> </ul>
<b>2</b>	<b>Topic 2: Concepts, Principles, and Realities of Forest Governance</b> a. Concepts and Principles of Good Governance b. The Pillars of Good Forest Governance	<ul style="list-style-type: none"> <li>• Forest Governance</li> <li>• Pillars and Principles of Forest Governance</li> <li>• Stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>• Read background information</li> <li>• Watch online video lectures</li> <li>• Answer self-directed reflection question</li> <li>• Participate in self-directed forum discussions at your wish</li> </ul>
<b>3</b>	<b>Topic 3: The Role of Forest Governance Institutions</b> a. State b. Private Sector c. Civil Society	<ul style="list-style-type: none"> <li>• Key Forestry Institutions</li> </ul>	<ul style="list-style-type: none"> <li>• Read background information</li> <li>• Watch online video lectures</li> <li>• Do a self-test</li> </ul>
<b>4</b>	<b>Topic 4: Forest Governance in Action</b> a. National Initiatives b. International Initiatives	<ul style="list-style-type: none"> <li>• Impacts on forest resources of national and international initiatives</li> <li>• FLEGT</li> </ul>	<ul style="list-style-type: none"> <li>• Read background information</li> <li>• Examine video cases</li> <li>• Do self-directed reflection activity</li> <li>• Participate in self-directed forum discussions at your wish</li> </ul>
<b>Module 2: Public Relations for Sustainable Forestry</b>			
<b>5</b>	<b>Topic 1: Introduction to Public Relations</b> A. History of Public Relations B. Method, tools, and tactics in PR C. Essential Functions of Public Relations	<ul style="list-style-type: none"> <li>• PR Tools</li> <li>• PR Methods</li> <li>• PR Functions</li> </ul>	<ul style="list-style-type: none"> <li>• Read background information</li> <li>• Watch online video lectures</li> <li>• Do a self-test</li> </ul>

6	<p><b>Topic 2: Information Needs Analysis</b></p> <p>A. Basics of Science Communication</p> <p>B. Processes in Conducting Information Needs Analysis</p>	<ul style="list-style-type: none"> <li>• Science Communication</li> </ul>	<ul style="list-style-type: none"> <li>• Read background information</li> <li>• Watch online video lectures</li> <li>• Answer self-directed reflection question</li> <li>• Participate in self-directed forum discussions at your wish</li> </ul>
7	<p><b>Topic 3: Communication Strategy Development</b></p> <p>A. Knowledge Sharing Practices</p> <p>B. Processes in Preparing IEC Materials</p> <p>C. Designing S&amp;T Communication Materials</p>	<ul style="list-style-type: none"> <li>• Knowledge Management</li> <li>• Extension Methods</li> </ul>	<ul style="list-style-type: none"> <li>• Read background information</li> <li>• Watch online video lectures</li> <li>• Do self-directed reflection activity</li> <li>• Participate in self-directed forum discussions at your wish</li> </ul>
<b>Module 3: Forestry for Community Development</b>			
8	<p><b>Topic 1: Introduction to Community Development</b></p> <p>A. Evolution of Development Thinking in Forestry</p> <p>B. Rationale of Forestry for Local Community Development</p>	<ul style="list-style-type: none"> <li>• Forestry in the context of development</li> <li>• Community Development</li> </ul>	<ul style="list-style-type: none"> <li>• Read background information</li> <li>• Watch online video lectures</li> <li>• Answer self-directed test questions</li> </ul>
9	<p><b>Topic 2: Forestry as a Development Intervention</b></p> <p>A. Understanding the Environment</p> <p>B. Targets and Goals</p> <p>C. Technologies</p> <p>D. Agency System</p> <p>E. Impacts</p>	<ul style="list-style-type: none"> <li>• Social Forestry</li> <li>• Framework of analyzing social forestry initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Read background information</li> <li>• Watch online video lectures</li> <li>• Answer self-directed reflection question</li> <li>• Participate in self-directed forum discussions at your wish</li> </ul>



10	<b>Topic 3: Case Studies of Forestry for Local Community Development</b> A. Philippines B. Thailand C. Nepal	<ul style="list-style-type: none"> <li>• Analysis of community forestry in selected tropical countries</li> </ul>	<ul style="list-style-type: none"> <li>• Read background information</li> <li>• Watch online video lectures</li> <li>• Do self-directed reflection activity</li> </ul>
11	<b>Topic 4: Requisites of Success</b> A. Project Management B. Requisite of Success	<ul style="list-style-type: none"> <li>• Requirements for successful community forestry</li> </ul>	<ul style="list-style-type: none"> <li>• Read background information</li> <li>• Watch online video lectures</li> <li>• Do self-directed reflection activity</li> </ul>

## Course Structure

The course is organized into three modules. Each module typically consists of background readings, online video lectures, self-directed tests, and self-directed reflection questions & forum discussions. The topics in each module are as the following.

### Module I: Forest Governance

#### *Topic 1: Introduction to Forest Governance*

- A. Importance of Forest Governance to sustainable forest management
- B. Historical trend in governing the forest resources

#### *Topic 2: Concepts, Principles, and Realities of Forest Governance*

- A. Concepts and Principles of Good Governance
- B. The Pillars of Good Forest Governance

#### *Topic 3: The Role of Forest Governance Institutions*

- A. State
- B. Private Sector
- C. Civil Society

#### *Topic 4: Forest Governance in Action*

- A. National Initiatives
- B. International Initiatives

## **Module II: Public Relationship for Sustainable Forestry**

### *Topic 1: Introduction to Public Relations*

- A. History of Public Relations
- B. Method, tools, and tactics in PR
- C. Essential Functions of Public Relations

### *Topic 2: Information Needs Analysis*

- A. Basics of Science Communication
- B. Processes in Conducting Information Needs Analysis

### *Topic 3: Communication Strategy Development*

- A. Knowledge Sharing Practices
- B. Processes in Preparing IEC Materials
- C. Designing S&T Communication Materials

## **Module III: Forestry for Community Development**

### *Topic 1: Introduction to Forestry for Community Development*

- A. Evolution of Development Thinking in Forestry
- B. Rationale of Forestry for Local Community Development

### *Topic 2: Forestry as a Development Intervention*

- A. Understanding the Environment
- B. Targets and Goals
- C. Technologies
- D. Agency System
- E. Impacts

### *Topic 3: Case Studies of Forestry for Local Community Development*

- A. Philippines
- B. Thailand
- C. Nepal

### *Topic 4: Requisites of Success*

- A. Project Management
- B. Requisite of Success

Students taking this course should work through the course methodically. You are strongly advised to study the topics in the order that they are presented, but bear in mind that it is always possible to return to particular topics to study them in greater detail

## **Student Evaluation**

For each topic in each module there are self-directed tests and reflection questions to consider that may expand the course-takers' ideas about the topics discussed. These are structured questions that correspond to the topics to help the course-taker have a deeper grasp of the topics. If they so desire, they can participate in the self-directed forums at the Knowledge Café and share their thoughts and insights with their fellow course-takers.

## **Technical Requirements**

There are no special technical requirements for taking this course other than being able to access Internet.