



REPUBLIC OF NAMIBIA
MINISTRY OF ENVIRONMENT AND TOURISM

Communication, Education & Public Awareness Strategy (CEPA)

2019 - 2030



MET Mandate, Mission and Vision

The mandate of the MET is to ensure “the maintenance of ecosystems, essential ecological processes and biological diversity and the utilization of living natural resources on a sustainable basis for the benefit of all Namibians, both present and future”.

The mission of the MET is to ensure environmental sustainability, biodiversity conservation and tourism growth for the equitable benefit of current and future generations. Its vision is to be a leading nation in biodiversity conservation, environmental management, climate resilience and sustainable tourism development.

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ABBREVIATIONS

ABS	Access and Benefit Sharing
C4D	Communication for Development
CEPA	Communication, Education, Public Awareness
CITES	Convention on International Trade in Endangered Species of Wild Fauna and Flora
CP	Cooperation Partner
CSI	Corporate Social Investment
DEINRE	Division Environmental Information and Natural Resource Economics
EEC	Environmental Education Centre
GRN	Government of the Republic of Namibia
FDGs	Focus Group Discussions
HIV/AIDS	Human Immunodeficiency Virus / Acquired Immune Deficiency Syndrome
HWC	Human Wildlife Conflict
IEC	Information, Education and Communication
KAP	Knowledge, Attitudes, Practices
LDN	Land Degradation Neutrality
MAWF	Ministry of Agriculture, Water and Forestry
MEA	Multilateral Environmental Agreement
MET	Ministry of Environment and Tourism
MLR	Ministry of Land Reform
MoE	Ministry of Education
MoF	Ministry of Finance
NADEET	Namibia Desert Environmental Education Trust
NPC	Namibia Planning Commission
NGO	Non-Governmental Organisation
NBSAP II	Second National Biodiversity Strategy and Action Plan
NCCSAP	National Climate Change Strategy and Action Plan
NCE	Namibia Chamber of Environment
NEEN	Namibia Environmental Education Network
NEWS	Namibia Environment and Wildlife Society
NIPAM	Namibia Institute for Public Administration and Management
M&E	Monitoring and Evaluation
MRLGHRD	Ministry of Regional and Local Government, Housing and Rural Development
NSA	Namibia Statistics Agency
O/M/As	Office, Ministries, Agencies
OPM	Office of the Prime Minister
PA	Protected Area
PRO	Public Relations Officer
SMART	Specific, Measurable, Achievable, Relevant, Time-bound
SDGs	Sustainable Development Goals
SME	Small and Medium Enterprise
TA	Traditional Authority
ToC	Theory of Change
UNCBD	United Nations Convention on Biological Diversity
UNCCD	United Nations Convention on Combatting Desertification
UNFCCC	United Nations Framework Convention on Climate Change

Foreword



Pohamba Shifeta, MP

Minister of Environment and Tourism

This Communication, Education and Public Awareness (CEPA) Strategy outlines the key priority areas for environmental education and public awareness raising for the Ministry of Environment and Tourism (MET) for the period (2019-2030). The mandate of MET is to ensure the maintenance of ecosystems, essential ecological processes and biological diversity and the utilization of living natural resources on a sustainable basis for the benefit of all Namibians, both present and future. Development of the CEPA Strategy was thus driven by the desire to address environmental issues of concern to Namibia and especially MET's priority issues as identified in its annual work plans and 5-year strategic plan.

The CEPA Strategy comprises strategic goals, objectives, targets, and approaches to raising the level of environmental awareness, knowledge and skills among the Namibian population. A higher level of environmental knowledge, awareness and meaningful skills can only be realized through a range of practical educative, communicative and training activities aimed at supporting community actions and behavioural change. It is anticipated that more

environmentally friendly attitudes and behaviours will drive the Namibian society towards a more ecologically sound and sustainable lifestyle. The objectives of the CEPA Strategy are in line with MET's vision, mission, goals and objectives. The mission of the MET is to ensure environmental sustainability, biodiversity conservation and tourism growth for the equitable benefit of current and future generations. This CEPA strategy aims to provide general guidance, knowledge and environmental skills to the general public as well as internal and external stakeholders about the key environmental issues of concern to Namibia, how to address them as well as on areas for participation. In addition, the CEPA Strategy provides concrete examples and suggestions for innovative tools and approaches to increase and mainstream environmental education, communication and public awareness.

Successful implementation of this Strategy will also support bringing about a positive relationship and understanding between MET and other line ministries, industries, civil society organizations or NGOs and the public. Its aim is furthermore to foster a collective responsibility toward environmental protection and biodiversity conservation through strengthening existing and building new partnerships among all CEPA stakeholders and particularly the public.

Pohamba Shifeta, MP
Minister of Environment and Tourism





Executive Summary & Recommendations

There is global consensus that promoting environmental education and awareness is a cross-cutting activity that directly or indirectly contributes to the United Nations Sustainable Development Goals (SDGs). This Communication, Education and Public Awareness (CEPA) strategy is an integral part of the Ministry of Environment and Tourism's (MET) approach and commitment to sustainable development.

Namibia aspires to be a leader in sustainability with the protection of natural resources firmly enshrined in its Constitution. As a result, Namibia signed on to several Multilateral Environmental Agreements (MEAs) such as the Rio Conventions on Climate Change, Biodiversity Conservation and Desertification as well as biodiversity-related conventions such as Ramsar or CITES among others. These agreements are translated into a variety of national policies. The implementation of these policies requires awareness and buy-in from stakeholders.

This CEPA strategy uses a broad definition of environmental awareness to support the implementation of all MET environmental policies and strategic priorities and aligns itself with the provisions and recommendations of the CEPA Programme under the UN Convention on Biological Diversity (UNCBD). In doing so, the strategy offers a framework to guide the Ministry's communication activities and stakeholder engagement to ultimately equip Namibians with the necessary skills and knowledge to make sustainable development and the green and blue economies a reality.

The CEPA strategy is based on extensive consultations with stakeholders in MET, literature review and inputs from communication experts and practitioners. A Theory of Change (ToC) approach is used to define the overall CEPA process and prioritize desired outcomes, and then map out the pathway of necessary preconditions. The strategy is oriented towards

affecting behaviour change, rather than merely informing stakeholders. It sets out five priority areas based on the MET strategic plan and annual work plans. These are then subdivided in strategic outcomes that are linked to specific messaging and CEPA indicators of success, directed at seven broad stakeholder groupings.

Several strategic channels and tools are identified to put the CEPA strategy into action across a variety of platforms. The implementation of the strategy is monitored and evaluated by an oversight committee using three different metrics on the level of activity, impact and behaviour change. This 2018-2030 CEPA strategy is supplemented by periodic action plans, setting out costed interventions.

Several risks to implementation were identified leading to recommendations and mitigating actions. It is for instance strongly recommended that the input of external stakeholders is considered for the CEPA action plans through consultations and a baseline survey against which activities can be measured. Such consultations have the added benefit of promoting stakeholder buy-in and identifying opportunities for synergies and funding.

Secondly, it is recommended that MET Departments, Directorates and Projects take responsibility for mainstreaming CEPA in all their activities. For this to happen effectively, CEPA liaison officers are to be identified and trained in relevant units. The Division Environmental Information and Natural Resource Economics (DEINRE) functions as CEPA focal point, facilitating the CEPA implementation by CEPA liaison officers within MET, and by private sector partners.

MET is conscious that leading by example is pivotal to the CEPA strategy. The Ministry commits to environmentally friendly processes, products and services, reduces the use of water, electricity and paper and introduces sustainable waste management in all its offices countrywide.

1 Introduction

All over the world, countries face environmental challenges ranging from water pollution to land degradation and loss of wildlife habitat. The unsustainable use of our environment in the past hundred years or so, can have unforeseen and undesirable effects such as declining agricultural yields, loss of tourism income, scarcity of clean water and growing rural-urban migration.

Namibia is blessed with an abundance of resources and pristine landscapes. In a visionary move the protection of this natural bounty was enshrined at independence in the Constitution of the fledgling nation¹. Since then, Namibia has experienced industrialisation, urbanisation, and population growth, while funding for environmental protection and education steadily declined. Unchecked, these negative impacts will adversely affect our living environment and the opportunities for future generations.

We have a proud, and internationally recognised, tradition of involving our people in the management of natural resources. Together, we need to shift our thinking towards sustainable growth. How can we embrace best practices from elsewhere and complement them with our own unique traditions and values? How do we use those skills to build the green and blue economies that we want?

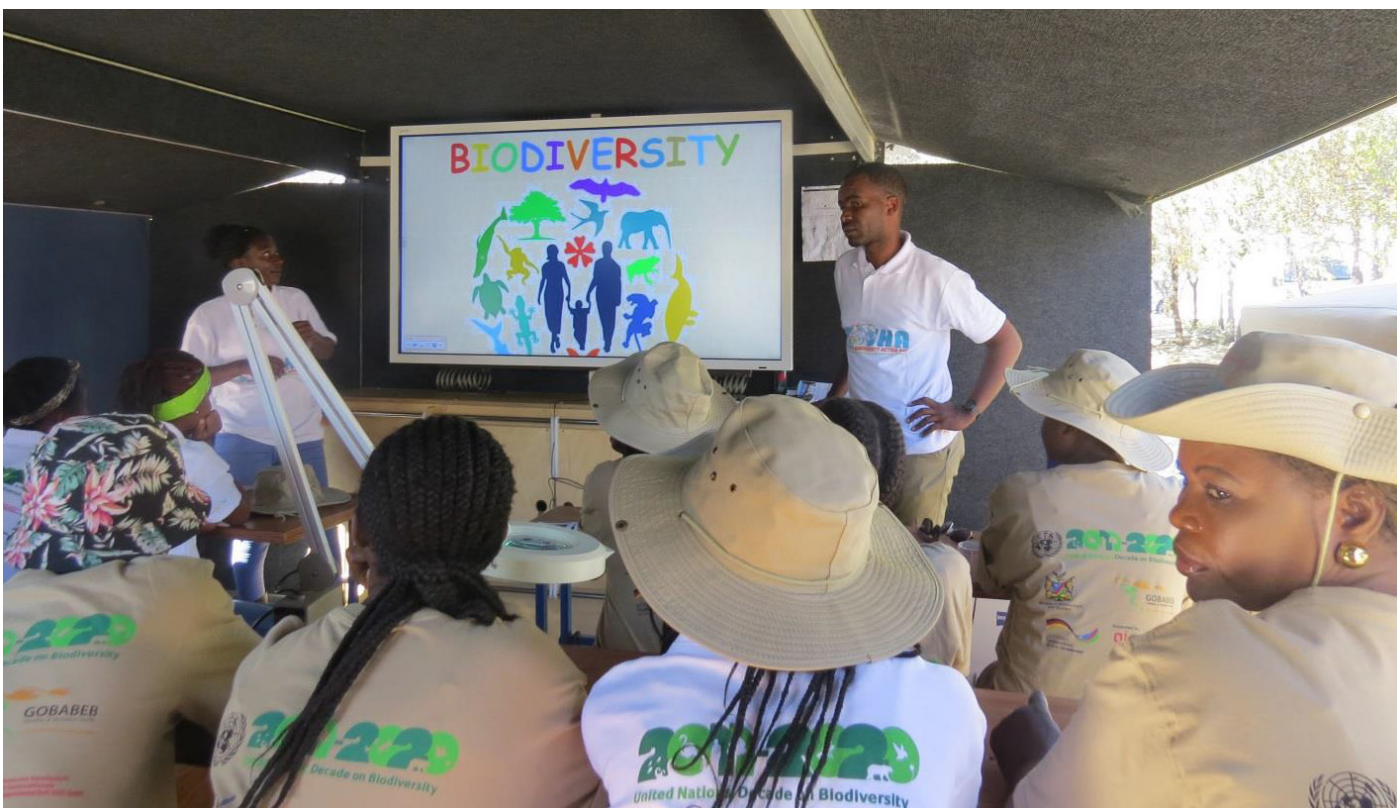
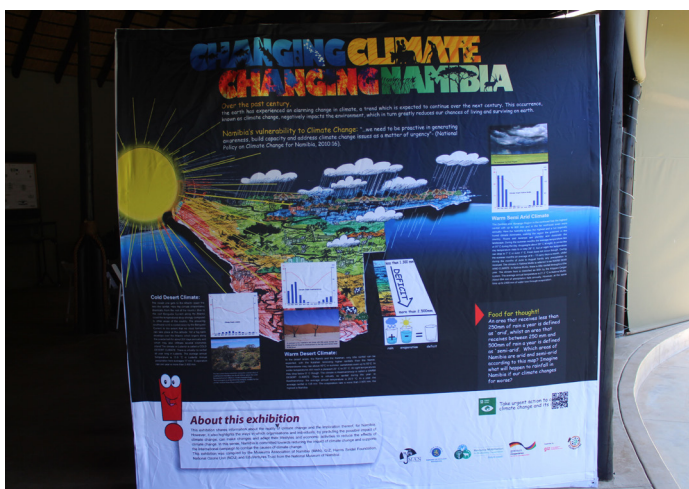
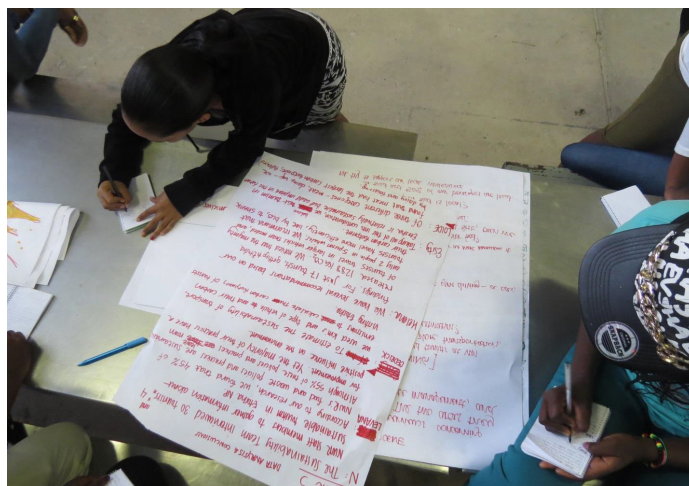
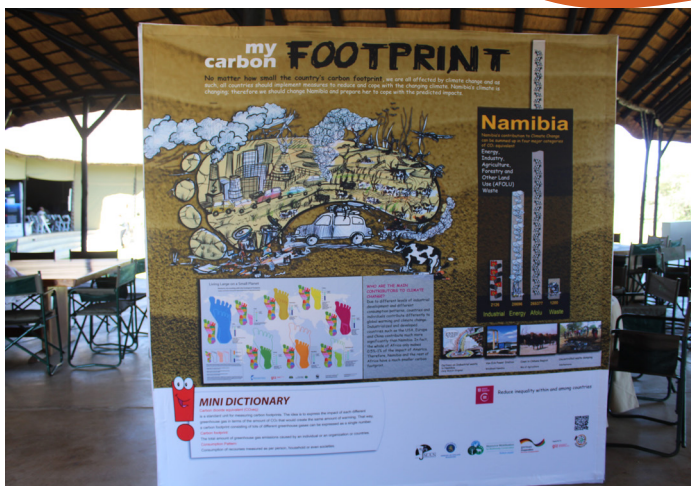
Learning about the available alternatives is an important first step to changing our behaviour. Within the framework of the Multilateral Environmental Agreements, the Communication, Education and Public Awareness (CEPA) strategy is an accepted tool to move stakeholders towards understanding and adopting sustainable use of natural resources. In this CEPA strategy, the Ministry of Environment (MET) offers tools to raise the level of

environmental awareness, knowledge and skills among Namibians through a range of practical educative, communicative and training activities aimed at supporting community actions and behavioural change.

We believe that environmentally friendly attitudes and behaviours, accompanied by relevant skills will drive Namibian society towards a lifestyle characterized by sustainable living spaces and work places. Such attitudes will also foster a collective responsibility toward environmental protection and biodiversity conservation through building of ethical partnerships between stakeholders. It is hoped that increased environmental awareness helps to mainstream biodiversity in the national development agenda.

This strategy can be used by actors involved in sustainable environmental management as a guide on how to integrate and mainstream public awareness in their activities. Although it is not exhaustive in addressing all environmental issues and mandates of MET in the same depth and scope, it does provide strategic guidance, examples and further links to inform CEPA activities across a wide range of environmental topics relevant to sustainable development and prioritises areas of intervention to increase communication, education and public awareness in Namibia.





¹ Article 95 of the Namibian Constitution calls for the 'maintenance of ecosystems, essential ecological processes and biological diversity of Namibia and utilization of living natural resources on a sustainable basis for the benefit of all'.

² United Nations Convention on Biological Diversity, 1992. Article 13. See also: CEPA toolkit: <https://www.cbd.int/cepa/toolkit/2008/cepa/index.htm>

2 Background

2.1 Context & Rationale

Public, private and NGO funding for environmental protection has declined. Environment competes with other national development issues and its contribution to the socio-economic wellbeing of countries is still poorly understood. There is a general lack of awareness about the potential role the environment can play in reducing unemployment, poverty and improving human welfare. Despite impressive legislation, the environment is still often treated as an infinite natural resource. Natural capital is not accounted as part of the country's national assets which can decline in terms of value and capacity to sustain itself and the country's production processes.

The correlation between education and effectively addressing issues such as waste management, conservation, biodiversity conservation and sustainable land management is well-established. Several MEAs to which Namibia is a signatory specifically call on Parties to promote and encourage understanding and to develop education and public awareness programs through CEPA activities². To change our interaction with the environment, requires innovative programmes that mainstream sustainable use of biological and natural resources, benefit sharing and climate change and elevate these issues on the national agenda.

The CEPA strategy aims to promote understanding of environmental issues and equip Namibians with the tools for voluntary public compliance to environmental legislation, regulation and conventions. The strategy also seeks to mainstream 'green thinking' in all actions of public and private stakeholders, particularly in the mining, energy, infrastructure, manufacturing & processing and health sectors.³

2.2 Methodology

This CEPA strategy is the result of comprehensive consultations with stakeholders in the Ministry, both in person and through an e-mailed questionnaire. At the same time a desktop review of MET policies, strategic priorities and initiatives as well as relevant CEPA literature was undertaken⁴. MET opted to maintain a broad definition of environment to include various thematic areas not directly associated with environmental protection such as tourism or trophy hunting in the scope of the CEPA strategy.

The CEPA strategy uses a Theory of Change (ToC) model by defining the overall desired outcomes and then map backwards the preconditions necessary to achieve these. Subsequently, indicators are identified to measure progress. Before deciding on an action plan, it is crucial to ensure the participation of sectoral stakeholders in discussing underlying assumptions, formulating the pathway of change and developing the outcomes framework. A

successful implementation of the CEPA strategy is the shared responsibility of both MET and its sector partners.

This review identified several priority areas and desired outcomes for CEPA interventions. Subsequently, seven stakeholder groups and their role in relation to CEPA were described. Core messaging was developed, linking outcomes with target audiences. The final chapters of this strategy outline channels and tools for communication, an M&E framework and a risk matrix.



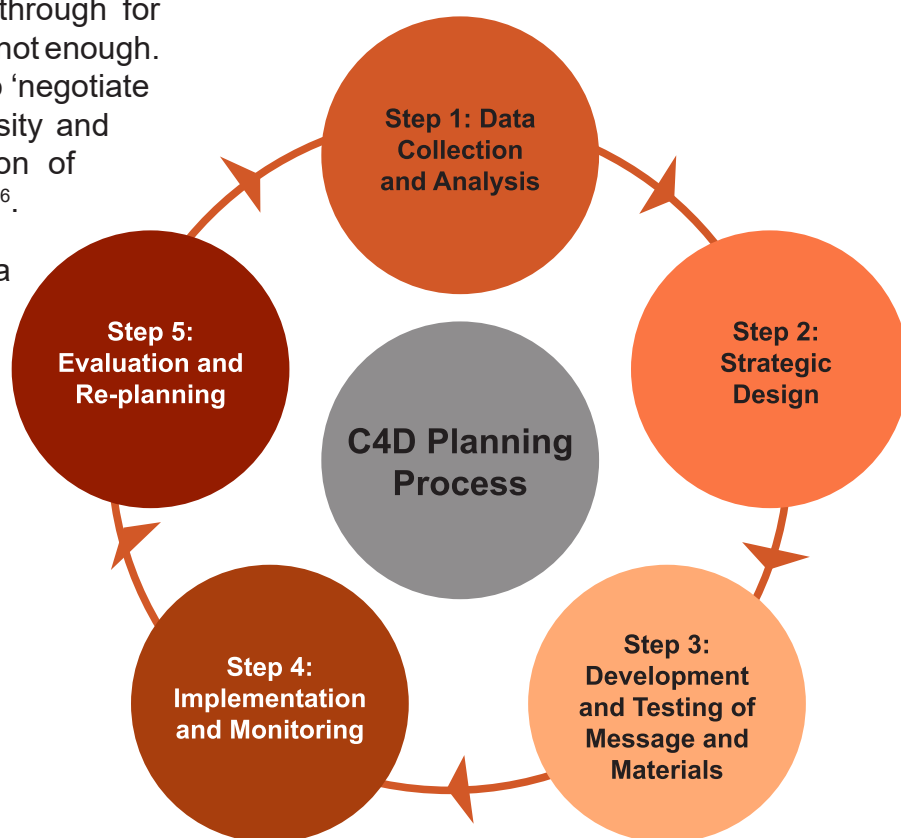
2.3 CEPA Scope: Bridging the Value-Action Gap

There is consensus that the environment needs conserving, yet few of us mainstream this in everything that we do. Researchers have termed this the value-action gap in environmental policy.⁵ Studies have shown that throwing more information at people does not necessarily change their behaviour. It is only when people or communities are positioned and enabled as actors with rights and responsibilities that they consider their own behaviour. Just paying lip-service to community participation through for instance stakeholder consultations is not enough. Instead, CEPA activities must seek to 'negotiate partnerships sensitive to local diversity and involve a more equitable distribution of responsibility between stakeholders'⁶.

A CEPA strategy is, therefore, not a static document, but designed to provide a framework that facilitates sector-wide mobilisation and mainstreaming of biodiversity and climate change conscious approaches. The CEPA strategy should focus on building stakeholders' capacity to mainstream

environmental issues in the execution of their mandates. Secondly, involving stakeholders in the design process helps to take stock of and connect existing information services. The results of the outcome framework can then be inserted in a classic Communications for Development model, identifying five distinct phases.

Fig 1: CEPA development flow



³ CBD/SBSTTA/21/5, 12 October 2017

⁴ The desktop review looked at environmental policies such as the Revised Human Wildlife Policy (2018), the Second National Biodiversity Strategy and Action Plan (2013-2022), the National Climate Change Strategy and Action Plan (2013) National Policy on Community Based Natural Resource Management (2013), The MET

Strategic Plan (2017-2022), National Environmental Education and Education for Sustainable Development Policy (2017), MET annual workplan (2018-2019) and others.

⁵ Blake, James. (1999). Overcoming the 'value - action gap' in environmental policy: Tensions between national policy and local experience. *Local Environment*. 4. 257-278.

⁶ *idem*

2.4 Guiding Principles

Summarising the literature review of applicable national and international policies, treaties and legislation and the consultation process with MET directorates, departments and projects, we can distil a set of findings and principles that guide this strategy. These principles are applied when deciding on how to engage specific stakeholders.



Table 1: CEPA guiding principles

1. Providing information does not automatically translate to behaviour change or sustainable practices. Outreach should provide the commitment, critical thinking and capacity to act.
2. All MET activities should include a CEPA component in planning and implementation.
3. Environmental education is not limited to the field of nature conservation, but specifically focuses on making linkages to other fields that impact on environment and biodiversity such as tourism, manufacturing, or agriculture.
4. Communication, education and public awareness (CEPA) is a two-way, interactive and participative process that uses a variety of social tools to mobilise and engage stakeholders. CEPA should be positive, people-centred and impact focused.
5. CEPA relies on networking, partnerships and supports knowledge management and research to bring out common interests among stakeholders to conserve and use the environment on a sustainable basis.
6. It's vital to develop and illustrate solutions and good environmental practices and for core stakeholders to lead by example.
7. Awareness raising should be brought to audiences and take place where it matters most, such as waste treatment plants or national parks. It should embrace a learning by doing approach and employ target group appropriate language and communication tools.
8. The CEPA strategy encourages public enterprises, local authorities and private sector to start environmental education programs and promote green and blue economy initiatives.
9. In the spirit of leading by example the CEPA should advocate a 'green' outreach approach. For instance, where possible a 'digital by default approach' should replace printed materials and extensive travel should be avoided



2.5 Enabling factors for CEPA implementation

The success of the CEPA strategy depends on several critical factors.

1. CEPA is integrated as a standard feature in all MET activities during planning, budgeting and roll-out.
2. To achieve this, the MET culture needs to be geared towards mainstreaming knowledge management and communication.
3. Designated staff members in each directorate, department or project will receive training on integrating CEPA in operational planning, formulating outreach activities and compiling materials.
4. The CEPA focal point in the Division of Environmental Information and Natural Resource Economics (DEINRE) gives strategic guidance to MET units, monitors and evaluates implementation against the CEPA strategy and action plan. This focal point is regularly exposed to international trends and

good practices in environmental outreach and new insights regarding behaviour change communications.

5. MET staff can access the Office of Public Relations for tactical support with for instance planning of activities or production of information, education and communication (IECs) materials.
6. The implementation of CEPA should be aligned and be mutually supportive with the comprehensive MET branding manual, a ministerial knowledge management policy and internal communications strategy, a social media policy and a crisis communication plan.
7. The operation of the existing environmental education centres will be re-aligned with the CEPA strategy and innovative ways of funding should be explored to secure staffing and expansion of the network of centres.
8. Importantly, a survey should be conducted to measure existing awareness and attitudes among stakeholders which provides a baseline



for CEPA implementation. The outcomes of this survey serve to prioritise behaviour change and focus activities, and to identify opportunities for cooperation with other stakeholders.

9. Regular workshops should be held with stakeholders to encourage design thinking around CEPA issues and formulate periodic action plans using a Theory of Change approach.

10. In the context of CEPA implementation it is important to make the most efficient use of the resources available within MET and partners to maximise impact (see also section 9).



3 CEPA Objectives and Priorities

This section outlines the objectives and priorities for CEPA based on internal consultations and policy review.

The overall objectives are:

- Raise climate change awareness levels
- Promote biodiversity and sustainable use of natural resources
- Raise awareness on land degradation and desertification
- Promote smart environmental management
- Enhance environmental research, information and education

The criteria applied for this selection were:

- ◇ Importance of the issue in realising the MET policies, strategic plan and work plans
- ◇ Return on investment: what low hanging fruit can CEPA reap?
- ◇ Is the outcome Specific, Measurable, Achievable, Relevant, Time-bound (SMART)

Climate Change

Climate Change effects are noticeable, yet poorly understood. The impact of climate change requires adaptation and mitigation that involves a wide variety of environment-related topics such as water saving and pollution prevention, renewable energy, countering deforestation, promoting climate resilient agriculture and sustainable consumption and production practices. The focus of this strategy is raising awareness on climate change adaptation measures and climate smart land use and to effect behaviour change. Secondly, the strategy focuses on opportunities to promote renewable energy and energy efficiency.

Biodiversity Conservation and Sustainable Use

The conservation of biodiversity and ecosystems is of vital importance to Namibia's economy. This includes the fair and equitable sharing of benefits derived from the biodiversity economy. The priority areas are, among others, strengthening environmental management, improve governance in conservancies, promoting sustainable tourism (including trophy hunting) and use of natural resources (including human-wildlife conflict and anti-poaching), combat invasive alien species and raising awareness of the human and environmental health impacts of persistent organic pollutants and other chemicals and taking measures to phase out their usage as appropriate.

Land Degradation and Desertification

Land degradation is an environmental concern as the capacity of soils and pastures to sustain

grazing or horticulture deteriorates and desertification sets in. This affects communal and commercial agriculture and tourism and has a devastating effect on biodiversity. MET has several programmes that look at sustainable land management. Equipping land users with the knowledge and skills to use land sustainably and achieving land degradation neutrality (LDN) is a cross-sectoral responsibility shared between MET, academia, the Ministry of Agriculture, Water and Forestry (MAWF) and the Ministry Land Reform (MLR).

Environmental Management

Environmental management is a broad term that refers to upholding and adhering to rules and practices that preserve the environment for future generations. In this respect, the Environmental Management Act (2007) is a crucial piece of legislation for environmental protection in Namibia. The Act came in force in 2012, but broader awareness and training on the provisions of the Act and the regulation among stakeholders is necessary. This strategic priority also encompasses education on waste management, promoting reduce, reuse, recycle and the prevention of littering.

Environmental Research, Information and Education

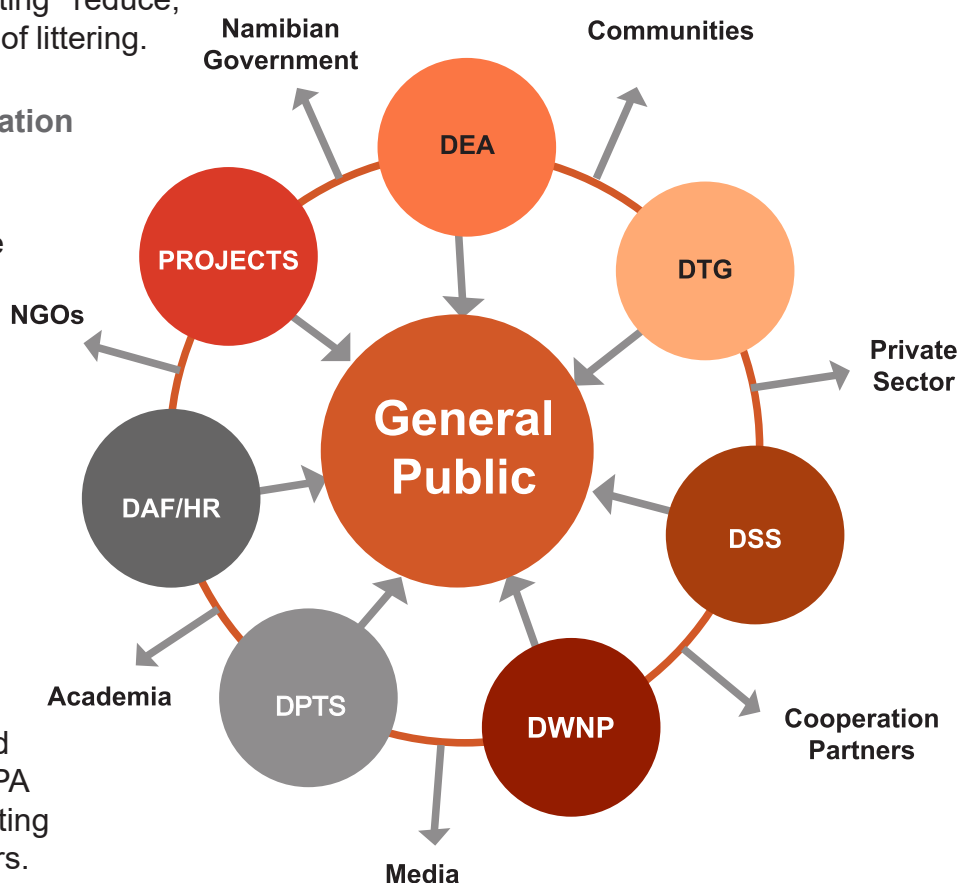
Research generates credible information about the monetary and non-monetary cost and benefits of environmental damage or conservation. Environmental research produces environmentally-friendly innovative ideas, creative processes, products and services that can be used to raise public awareness and create a better understanding of environmental issues. Research is also affected by funding and capacity restraints. The CEPA strategy focuses on communicating research outcomes to stakeholders.

4 Stakeholders and Target Audiences in Environmental Education

This section lists internal and external stakeholders and gives a brief description of the relevant target audiences that will be addressed through the CEPA strategy.

The figure below lists the most important stakeholders in the CEPA process. The inner circle represents the internal stakeholders in MET, while the outer ring represents the external stakeholders. A description of the role and contribution of each external stakeholder is found below. A comprehensive database should be drawn up for each stakeholder group and updated annually. Each stakeholder group has important comparative advantages and the combination and collaboration of different stakeholder groups leads to a more successful CEPA implementation.

Fig 2: CEPA Stakeholders



Namibian Government

Namibian Government (GRN) Offices, Ministries and Agencies (O/M/As) comprise vital stakeholders for CEPA. The Government propagates, regulates, implements and enforces policies and legislation that enables environmental protection. Many environmental issues such as land degradation, water quality, fisheries and landscape rehabilitation cut across several line ministries and parastatals. Coordination and communication on environmental issues in GRN is, therefore, a key part of the CEPA strategy. O/M/As also are powerful multipliers for messaging around environmentally sustainable practices to their constituencies. Many of them have budgets allocated and structures in place for communication and can be capacitated to integrate CEPA messaging in their public outreach.

Cooperation Partners

The international community has had a vested interest in Namibian environmental affairs since independence and continues to support a variety of programmes and initiatives in this space.

Cooperation partners can provide best practices around public outreach and communication and are a source of funding and innovation. CEPA activities should focus on giving visibility to donors and showcasing Namibia's environmental management initiatives on global platforms.

Communities

Communities are a key partner in realising sustainable development initiatives whether related to tourism, indigenous knowledge, Access and Benefit Sharing (ABS), or natural resource management. Namibia has built significant expertise in involving communities in decision-making processes. This group includes conservancies, water point committees, traditional, local and regional authorities, community forests and basin committees, churches and many more. Involving communities quickly highlights the knowledge gaps and grassroots priorities and opportunities for awareness raising. The CEPA strategy leverages community institutions as a vital intermediary that often possesses inherent and effective communication channels.



Private Sector

Many of the sustainability gains can be achieved by correcting private sector behaviour and educating them about alternatives. There is a myriad of private sector associations, and companies, which are generally aware of their corporate responsibility and willing to engage in a dialogue around sustainable practices or to be educated on the provisions of the environment. Corporate power relations are conducive to green attitudes filtering down to employees and customers. Reducing, reusing and recycling often induces efficiency and impacts positively on the bottom line. It is also good public relations practice. Corporates or associations often have budgets to support CEPA activities whether internally or for the benefit of third parties as part of their CSI. It is, however, vital to educate public relations and marketing officers on the importance of mainstreaming environmental issues in their communication activities.



Media

The media are a key stakeholder given their capacity to mainstream environmental issues in virtually all reporting and by consistently doing so ingrain green consciousness in large segments of the population. However, many media practitioners lack a basic understanding of the most important conventions, treaties and policies and how sustainability is interwoven with business, finance, tourism and other aspects of daily life. There are very few specialised environment reporters left at the major media houses. MET needs to engage with media

houses on mainstreaming environmental issues and provide training for journalists.

Academia

Often overlooked as a partner in instilling environmental consciousness, academia has a crucial role to play. Environmental awareness should be mainstreamed in curricula and research. Students and learners can be encouraged to adopt environmentally sustainable practices and become advocates by starting enviro-clubs and projects. Academia plays a pivotal role in developing and piloting innovative sustainable alternatives that can be showcased through CEPA activities. Research related to communication for development also can yield interesting new methods for devising, implementing and monitoring CEPA initiatives.

NGOs

Civil society has a vested interest in creating a sustainable and environmentally equitable society. Namibia has several environmental communication networks that could be reactivated. Environment NGOs have organized themselves in the Namibia Chamber of Environment (NCE) which can be a strong partner in rolling out CEPA activities and instilling a sustainability agenda in society at large. Their comparative advantage is that they link institutions and grassroots communities with governments, funders and universities abroad. As such they are a viable conduit for CEPA activities. Links with existing NGOs that run environmental education programmes should be strengthened and coordinated. A strong CEPA programme also makes it easier to attract funding from large international NGOs.

5: Strategic Outcomes & Messaging

Several strategic outcomes are identified under the five priority areas and high-level messaging around these developed. Additional detailed messaging can be developed for specific campaigns. The indicators specify the desired impact and should be measured against a baseline.

Table 2 Strategic Outcomes and Messaging Matrix

Strategic Priority 1: Raise Climate Change Awareness Levels			
Outcome	Messaging	Target Audience	Indicator
Include biodiversity conservation and climate change awareness in curricula for learners and civil servants	Climate change affects daily lives and livelihoods	Ministry of Education NIPAM Office Prime Minister	Environmental awareness modules in all curricula for primary and secondary learners and civil servants by 2025
	Climate Change Adaptation is not a choice, but a necessity		
	Renewable energy is cost efficient and sustainable		
	Our biosphere is fragile and needs to be managed carefully for future generations		75% of key target groups understand the importance of Climate Change adaption and mitigation
	In everything you do consider the impact on the environment		75% of MPs and decision makers in key sectors (transport, energy, waste, agriculture, water, energy, forestry etc.) made aware of climate change adaptation and mitigation financing opportunities.
Campaign on Renewable Energy and Energy Efficiency	Everyone can implement low or no cost measures to combat the effects of climate change. Many measures have a short payback time	Households Companies SMEs	50% of target audiences aware of energy efficiency measures by 2025.
	Climate change adaptation and mitigation presents opportunities to transform Namibia towards a green economy that is food, water and energy secure.		20% of Namibians are educated on the function and benefits of solar photo voltaic (pv) installations by 2025
SCORE communication campaign for rural households	Climate Change adaptation builds resilience against droughts and pests	Rural households Communities Farmer associations Traditional, Local, Regional Authorities	30% of rural households aware of adaptation measures by 2022

Water saving campaign	Water is Life. We use up to 40% less by being water efficient, using micro-drip and harvesting rainwater	Farmers Industry Households	40% of Namibians understand water efficiency practices such as rainwater harvesting, covering pools and reusing water
Strategic Priority 2: Promote Biodiversity and Sustainable Use of Natural Resources			
Outcome	Messaging	Target Audience	Indicator
Raise awareness on need for HWC prevention and promote coordination between stakeholders	Wildlife management, including relocation, trophy hunting or culling is necessary to gain the critical buy-in and support from communities	Rural communities Conservancies Tourists Animal welfare activists Community Forests Water point committees MLR MAWF	90% of communities understand the provisions of the new HWC policy by 2020
	Killing animals indiscriminately is against the law and can result in fines. Problem animals are culled, hunted or relocated by MET and generate benefits for communities		80% of communities and farmers equipped to draw up HWC plans by 2023
	The HWC policy foresees in a fund offsetting the damage that is caused by problem animals		
Limit the proliferation of alien plant species	Alien plant species threaten biodiversity by crowding out endemic species, destroying habitats and pastures, damaging soil and affecting water availability	MET MLR MAWF Farmers Unions	90% of resource managers equipped with the knowledge to bring alien species down to manageable and sustainable levels by 2030
Awareness raised on the harmful impacts of persistent organic pollutants and other similar chemicals on human and environmental health and measures taken to phase out their usage.	Persistent Organic Pollutants and other similar chemicals such as pesticides are extremely harmful to human and environmental health	MHSS, MME, MTI, MET, MAWF, Nampower, Farmers Unions, Private Sector	60% of surveyed population know what Persistent Organic Pollutants are and are aware of their dangers. Measures to phase out the use of Persistent Organic Pollutants and other similar chemicals and to develop alternatives are undertaken.
	Do not use pesticides for problem animal control as this has severe adverse effects for scavengers up the food chain. Sustainable alternatives are available.		

Reduce poaching and number of critically endangered species	Poaching is a crime and the penalties are severe	Communal areas bordering PAs TAs Local Authorities Police and legal value chain Embassies of poaching countries Namibia Employers Federation Chamber of commerce Trade unions	90% of communities understands the adverse impacts of poaching and supports anti-poaching efforts by 2022
	Poaching damages the reputation of Namibia and jeopardises income from tourism and sustainable wildlife management for communities		
	Poaching decreases genetic diversity and threatens extinction of species		
Promote genetic diversity of cultivated plants and farmed animals	Genetic diversity of livestock and crops ensures Namibia's long-term agricultural growth and sustainability	MAWF Farmers Unions Politicians	A genetic database of all cultivated plants and animals is established by 2020
			Decision-makers are educated to put regulations promoting genetic diversity in place by 2022
Sensitise the public on the different values of biodiversity, ecosystem services and natural resources	Biodiversity has an intrinsic value that is worth protecting regardless of its value to humans	Private sector Public sector Academia	75% of community conservancy management committees are capacitated to carry out ecosystem valuation and natural capital accounting
	Biodiversity and intact ecosystems provide ecological, genetic, social, economic, scientific, educational, cultural, recreational and aesthetic values		
	Ecosystem services are valuable and irreplaceable natural capital and constitute a significant part of national wealth, but also can translate in benefits for communities through sustainable tourism and ABS		
Promote good governance and understanding of ecosystem services of Conservancies to improve access and benefit sharing	Natural resources, wildlife and biotrade are sustainable sources of income for communities if the conservancy is well managed	Conservancies	90% of conservancies have a thorough understanding of the defined environmental /financial governance objectives by 2024
			Conservancies actively practice CEPA and realise at least X CEPA activities per year (X to be defined in CEPA Action Plan)
			70% of conservancies trained on benefit distribution and game utilisation planning by 2021

Strategic Priority 3: Raise awareness on Land Degradation and Desertification

Outcome	Messaging	Target Audience	Indicator
Promote the importance of PA network preserving sensitive land and marine ecosystems	Protecting vulnerable areas and ecosystems does not exclude all economic activity	Conservancies Industries Local & Regional Authorities	85% of Namibians understand and actively support Namibia's PA philosophy
	PAs are important engines of economic growth at local level They need support from the public and funding from government		New strategic plan for Environmental Education Centres in place by 2019.
	Sustainable management of areas is necessary to preserve Namibia for future generations		Number of Environmental Education Centres increased to 14 (one per region) by 2030
Promote sustainable land use and CA by (smallholder) farmers	Unsustainable land use leads to soil erosion and permanent loss of productivity	Smallholder farmers Agri Unions	50% of smallholder farmers understand conservation agriculture by 2025
			80% of farmers know about soil rehabilitation and Land Degradation Neutrality (LDN) by 2030
Emphasis importance of restoration of degraded ecosystems	Restoration of ecosystems allows conservancies to actively engage and reap the benefits of CBNRM	National Assembly MLR MET	By 2022 decision-makers support funding allocation to restore 15% of degraded ecosystems



Strategic Priority 4: Promote Smart Environmental Management			
Outcome	Messaging	Target Audience	Indicator
Environmentally sound and proper management of waste and resource efficiency	Littering and the improper disposal of waste is a hazard to human and environmental health and damages the image of the country	Companies Households Local Authorities General Public	90% of Namibians support reduction, reusing or recycling of waste by 2030
	Reduce, reuse and recycle waste		
	Waste management and recycling is a business opportunity	Companies/SMEs	50% of companies are aware of the benefits of a 'green' value chain by 2024
	With increased resource efficiency, companies can save material and energy costs, boost their competitiveness and reduce their environmental impact		
Install best practices on environmental management in Government	The Republic of Namibia has enshrined environmental protection in the Constitution. As a Government we lead by example	MET OPM All O/M/As	Devise guidelines for O/M/As by 2019
			Implementation of guidelines by 2021
			Annual updating of best environmental practices >2021
Sensitise private sector on Environment Management Act 2007 and promote incentives for sustainable practices	Environmental legislation creates sustainable business practices	Private sector NGOs MoF	85% of private sector is aware of Act provisions by 2021

Strategic Priority 5: Enhance Environmental Research, Information and Education			
Outcome	Messaging	Target Audience	Indicator
Improve knowledge management for sustainable management of natural resources and implementation of international treaties	MET operates in a fragmented way. Adequate knowledge management and information sharing improves the effectiveness of environmental management	MET CPs	Knowledge Management policy and strategy developed by end 2018
			Adequate funding for implementation of Knowledge Management strategy by 2019
Develop research plan and agenda	Research highlights policy gaps and priorities and stimulates evidence-based decision making	MET CPs MoE	Research agenda developed and resourced by 2019
Develop Strategies and policies that support education and awareness raising	A number of strategies needs to be developed to operationalise the CEPA	MET CPs	Relevant policies, strategies and structure developed by 2019
Promote Natural Capital Accounting	NRA is essential environmental management tool and ensures sound decision-making	MoF MET NSA NPC	Critical momentum for NCA framework in place by 2024
Assess and inventorise indigenous knowledge and practices related to biodiversity conservation	Communities have valuable knowledge on sustainable environmental management practices that can inform modern approaches	MET MRLGHRD	Indigenous knowledge framework and database by 2019
	Traditional knowledge is part of our heritage and should be conserved		

6 Channels and Tools

The CEPA strategy is operationalised through activities on different platforms. This section outlines the most relevant channels and tools used to disseminate CEPA messages.

Table 3: Channel and tools matrix

Channel	Function	Audiences	Notes
Digital	Websites, social media, messaging, apps	All	Low cost to entry, quick turnaround, wide reach, targeted approach, opportunities for cross fertilisation, measurable & scale-able
Website	News, events, research findings, background documents,	All	Comprehensive repository of information. Met.gov.na can be expanded for CEPA at low cost. Various other CEPA platforms internationally
E-mailings	Targeted call to action on specific topic/event	Private sector Academia	Use sparingly, on defined topics for selected audience
Adwords	Drive traffic online, promote events	Specific audiences	Boost visitors to digital channels through targeted display banner and search engine advertising.
Social / Professional Media (Facebook, Twitter, LinkedIn, Youtube, Instagram)	News, videos, animation, interactive campaigns, discussion, competitions, CoPs	All with internet access	Quick dissemination, Scope for audio/visual. Promotes interaction/ mobilisation/ cooperation. Use #MET/ @MET and campaign handles
Chat	Alerts, crisis response, technical info, group sharing, feedback tool	Selected stakeholders Staff	Quick dissemination, suited for crisis communication or rapid response
E-newsletter	News, events, insights, research findings	All	Quarterly MET newsletter, gradually replaced by social media
E-Surveys	Annual CEPA survey	All	M&E on CEPA activities. Communication needs assessment
Massive Open Online Courses (MOOCs)	Technical Communications Skills on platforms like Udemy	MET NGOs	Build capacity among CEPA communicators
Applications (apps)	Dedicated information sharing around for instance environmental news, wildlife incidence, or anti-poaching	Academia GRN Private Sector	Apps are useful for research, learning or to convey real-time information around a specific subject.
Environmental Education Centres (EECs)	Located in Etosha, Waterberg, Tsau Khaib. Focus on walk-ins and the natural history of surrounding area.	Academia Tourists Communities	Broaden scope EECs to increase impact, integrate with digital outreach & curricula. Attract private partners
Schools and institutions	Institutions of formal and informal education can highlight CEPA issues	Academia	Opportunity to leverage the CEPA strategy through updating of science and physics curricula

Video/Animation	Visualise MET's work, explain (ecosystem) processes, promote MET internationally	All	Produce regular videos for MET online platform
Theatre & EnviroComedy	Highlight unsustainable practices; communicate environmental issues in an entertaining and accessible way	Communities Academia General population	Sketches and comedy sessions can inspire behaviour change at grassroots level
Events	Information on MET activities, feedback from public	All	Opportunity for face to face interaction, on the ground visibility
Summits/Conferences	Profiling Namibia internationally, present research, policy development. Includes meetings of partners such as CCF gala, Tourism Expo, TA meetings, ITB Berlin	CPs NGOs GRN Academia	Highlight best practices, demonstrate success stories, obtain latest CEPA insights
Media Day	Day of fun and games with media to build relationship	Media	Highlight plans for the year to media, build relationships. Use MET location such as Daan Viljoen, or other parks
International days	Raise awareness on environment. Examples are World Environment Day, Biodiversity Day, or World Bee Day	All	There are about 25 international days that qualify. Select 4 bigger ones in cooperation with other Ministries and 2 thematic ones that deserve special mention that year.
Awards	Celebrate and recognise actors that engage in sustainable environmental practices	All	The eco-awards are Namibia's sustainable tourism certification programme.
Media	Directly through press releases/events and indirectly through op-eds and advertising	Media	Build relations, prioritise larger media houses and specialised trade titles. Always look at cost-benefit. A lot of 'free' exposure is available in Namibia with careful planning. Impact of editorials is often higher than advertorial.
Press releases	Focus on specific or urgent topics important for MET	All	Provide newsworthy releases, written accessible, with news hook and pictures, email to staff.
Press briefings	Media info session with senior official on important or urgent topics. Effective and low-cost.	Media	Set clear outcome and message, choose time carefully and issue press release if needed
TV	News bulletins, environmental programmes, docus	All	Establish partnership to feed information into environmental programmes.

Radio	News bulletins, environmental programmes, public service announcements (PSAs), field visits, events.	All	Establish partnership to fee information into environmental programmes, advertise selectively, make use of language services
Articles	In-depth information on a certain topic, provide background and context	All	Background, research findings, enviro columns, human interest stories. Collated by CEPA liaisons
Outdoor	For specific messaging along targeted routes or at key points where people gather. Static or electronic billboards	Communities Tourists	High visibility, but expensive. Conduct Cost Benefit Analysis before deployment, carefully measure impact.
Print advertising	Vacancies, announcements	All	Expensive and impact unclear. Conduct Cost Benefit Analysis before deployment, carefully measure impact.
Media Monitoring	Clipping of print material and logs of broadcasts. Google Analytics & social media reports	MET	Use analytics to measure quantity and quality of coverage. Online analytics feed into M&E process.



7 M&E Framework

The communication activities will be rigidly monitored against a baseline to evaluate effectiveness and impact. It is advisable that in addition to the findings of the internal stakeholder consultation, a detailed baseline survey is commissioned looking at awareness levels on environmental issues among external stakeholders and the platforms these players use to access information. Building on best practice the M&E framework is broken down in three different metrics.

7.1 Activity Implementation

The CEPA action plan should list a M&E indicator for every activity undertaken and which should be included in the project cost. This metric will yield immediate data on the implementation and reach of the activity.

7.2 Impact Assessment

To measure the impact of CEPA activities and to adjust the approach in favour of certain objectives, audiences, channels or tools, it is pivotal to gauge the effectiveness of CEPA campaigns at set intervals. A comprehensive perception survey should establish a quantitative baseline of attitudes towards environmental issues and the preferred platforms for consumption of campaign expressions. This survey should be repeated at set intervals during the 2018-2030 period.

7.3 Social & Behaviour Change Outcome

Finally, it is important to be able to measure if the CEPA strategy has contributed to a better understanding of and behaviour change regarding environmental issues. For this, specific qualitative feedback can be gathered from campaign activities through evaluation forms and be measured against the baseline. This evaluation should inform the updating of the action plan.

Although it is difficult to isolate the impact CEPA activities from other factors such as legislation this approach should give a good indication of

attitude changes towards environmental issues. Results of the three metrics should be periodically submitted to the CEPA Committee (see section 7.4) for the overall evaluation of actions and updating of the activity schedule based on M&E findings.

7.4 360-degree governance of CEPA activities

A CEPA committee is established to monitor CEPA implementation and prioritise CEPA activities of MET units. The CEPA Committee would consist of representatives of:

- ◇ DEINRE CEPA Focal Point
- ◇ Responsible CEPA liaisons in directorates, departments and projects
- ◇ The Public Relations Officer
- ◇ The head of the knowledge management committee



Table 4: Task Description of the CEPA oversight Committee

Meet on a quarterly basis
Monitor the progress of CEPA implementation against the action plan
Commission and interpret M&E activities and approve survey designs
Approve annual revisions and updates of the action plan
Control and supervise budget expenditure against the action plan
Give recommendations for cooperation between stakeholders
Secure funding for long-term sustainability of CEPA
Alert implementers to opportunities for public outreach, communications, funding
Circulate upcoming communication activities
Align communications with those of GRN, MET and other relevant entities
Guard the integrity of the CEPA strategy against 'greenwashing', undue influence and other unethical practices
Coordinate the Ministry's participation in trade fairs and exhibitions
Coordinate the development of awareness materials and all communication and public awareness activities of the Ministry;
Provide technical guidance and support to the programmes of the MET EE centers, including the development and dissemination of awareness materials;
Manage the Ministry's online image and social media activities
Give strategic guidance and technical guidance and support on communication objectives and messages

8 Risk Management

Several risks, some of them critical, can be identified relating to the successful roll-out of CEPA activities. These are captured in the matrix below:

Table 5: Risk and Mitigation Matrix

Potential Risk	Impact	Significance Level (H, M, L) *	Probability of Occurrence (H, M, L) *	Risk Mitigation Measures to be Taken
Insufficient funding to operationalise the CEPA strategy	Difficulty in setting and reaching targets. Expectations are not met	H	H	Set realistic budgets for MET outreach activities
				Devise innovative and low-cost activities
				Prioritisation and maximising of partnerships with cooperation partners and sector stakeholders

No buy-in from other sectoral stakeholders. Sectoral information sharing platforms are dormant	CEPA is aimed at being a nationwide strategy that hinges on the cooperation of other public sector institutions. CEPA can not be implemented fully by MET on its own	M	M	MET can only do what is in its own control and lead by example
				Mainstreaming of CEPA practices through sectoral platforms, such as NEEN, NCE etc.
				Educate sector stakeholders to promote CEPA as a best practice in their institutions
MET public outreach lacks coherence. Activities and funding are fragmented	CEPA activities remain fragmented and there is no strategy underpinning implementation	H	H	The MET structure must be geared more proactively towards Communication, Education and Public Awareness (see also section: enabling factors). Synergies must be identified and exploited between initiatives and services currently available.
Environmental education centres (EECs) are poorly resourced. Most protected areas have no environmental education centres	Centres remain 'white elephants' that do not fulfill its function to visitors and learners	M	H	Rethink the positioning and the scope of EECs in the MET structure. Ensure ownership to gear EECs for maximum impact.
				Promote the centres to schools and tourists. Integrate centres in tours
				Explore partnerships with NGOs and volunteers iro funding and staffing
				Consider having a centre at all major parks and protected areas as well as central environmental education centre/ museum of natural history in Windhoek
The subdivision of Environmental Education and Awareness is under-resourced and requires further training and capacity building	Environmental education remains fragmented and low-key	M	H	Revisit the structure of MET public outreach and environmental education (see also section 2.5). Provide exposure and training for CEPA focal points and liaisons (hospitality)

There is no monitoring and evaluation of communication and education activities	Activities are not demand driven and are not evaluated for social and behaviour change. Outreach remains ad hoc. Targets are not quantified against a baseline and the focus is on implementation versus impact	H	H	Devise and implement an M&E framework for the CEPA. (see section 7)
There is no baseline for communication activities and no research was conducted among awareness needs of external stakeholders.	CEPA is flying blind Activities are not developed with the needs of the audience in mind and are not properly targeted. Activities remain a 'wishlist' instead of an argued and costed action plan	H	H	At the least qualitative feedback should be gathered from the stakeholders iro information gaps/needs and priorities Ideally a comprehensive baseline survey is conducted among stakeholders to inform CEPA activities and progress is measured against this baseline

Note: * H: High; M: Medium; L: Low



9 Implementation of the CEPA Strategy: Development of a CEPA Action plan & Budget

The CEPA action plan is a costed schedule of activities that sets out the actions that the different directorates, projects and departments promise to undertake in a given financial year to raise awareness on the environmental aspects of their portfolio. Units integrate mandatory CEPA activities in their annual plan in consultation with DEINRE. The CEPA focal point in DEINRE compiles all the CEPA activities from the different directorates, departments and projects into an annual CEPA action plan as an annex to this strategy.

The action plan clearly highlights the responsibilities of directorates, departments and projects.

The action plan also caters for the different interests of key stakeholders and potential funding sources.

The costed schedule of activities is an integral part of the CEPA strategy. However, the action plan cannot be a wish list, but should be informed by:

- Desired outcomes listed in section 5
- Available Human Resources and skills
- Available CEPA budget, including third party funding
- Synergies with stakeholders and funders

The action plan should be regularly updated, preferably annually. The CEPA focal point in consultation with the units should annually submit a budget and action plan to the CEPA Committee coinciding with the annual budgeting cycle.

To start this process, it is necessary to conduct a comprehensive baseline survey on environmental Knowledge, Attitudes and Practices (KAP). Such a survey is included in the MET 2018/19 workplan and should be conducted as soon as possible.

Subsequently, it is advisable to organise two to three Focus Group Discussions (FDGs) with stakeholder groupings and use a Theory of Change approach to:

- Validate the selected priority areas and outcomes
- Identify opportunities for cooperation, synergies
- Identify strategic private sector partners such as retail, banks and tourism sector, to assist with and fund CEPA implementation and spearheading of international environmental days.
- Build sustainable partnerships

It is important to note that several stakeholder consultations or information sharing sessions are already budgeted in the 2018/19 work plan, for instance on climate change, or HWC. LDN assessments, the planned State of the Environment Conference and research discussion papers are other opportunities to kickstart the CEPA engagements with stakeholders. These opportunities can be used to introduce and gain feedback on the CEPA strategy, without the need to organise separate focus groups. This process should preferably be concluded before end 2018 to finalise the CEPA action plan for 2019/2020.

The action plan is flexible enough for donors to adapt elements that fit within their internal objectives. The CEPA is therefore not prescriptive, but is a guiding document focusing on messaging and resources.







Annex A – List of International Environmental Days

International Days

International days can provide a useful hook to disseminate specific messaging and draw attention to particular CEPA areas.

11 February	International Day of Women and Girls in Science
20 February	World Day of Social Justice
03 March	World Wildlife Day
21 March	International Day of Forests
22 March	World Water Day
22 April	International Mother Earth Day
02 May	World Tuna Day
12 May/13 October	World Migratory Bird Day
20 May	World Bee Day
22 May	International Day for Biological Diversity
05 June	World Environment Day
08 June	World Ocean's Day
17 June	World Day to Combat Desertification and Drought
18 June	Sustainable Gastronomy Day
30 June	International Day of Parliamentarism
09 August	International Day of the World's Indigenous People
12 August	International Youth Day
16 September	International Day for the Preservation of the Ozone Layer
27 September	World Tourism Day
15 October	International Day for Rural Women
06 November	International Day for Preventing the Exploitation of the Environment in War and Armed Conflict
05 December	World Soil Day



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