

Awareness Raising Messaging for EETWG Reforestation/Plantation

June 2021

PURPOSE: Provide partners with talking points about the benefits of reforestation and environmental restoration within the camps. By raising the awareness of nearby community of the benefit of the reforestation site, the community will support, maintain and protect the seedlings, saplings and established trees.

BENEFITS OF TREES IN THE CAMPS:

- **Trees provide shade.** Even if they are not directly next to your shelter they can reduce the temperature of the area and create a more pleasant environment (e.g. open green spaces in the camps).
- **Trees reduce the risk of landslides and prevent flooding in low-lying areas** as roots stabilize soil and reduce the rate of soil erosion.
- **Trees improve soil quality** by nutrient cycling and increasing nutrient storage and soil organic matter.
- **Trees reduce soil compaction**, increase the absorption of rainwater, reduce runoff and eventually help to recharge ground water.
- **Trees contribute to water quality regulation** by trapping impurities/ absorbing nutrients and ensuring better watershed.
- **Trees improve the air quality** by filtering pollutants while improving oxygen flow and reducing wind velocity during a cyclone.
- **Medicinal plants** provide primary health-care options and ailments to different diseases.
- **Tree canopy creates habitat for wildlife** (e.g. birds, bats, insects etc) and contribute to natural regeneration by seed dispersal.
- **Trees conserve biodiversity** and ensure food/fodder for wildlife.

GUIDANCE FOR HOMESTEAD GARDENING:

AROUND PLANTATION SITES:

- Tree saplings must not be removed, nor trees cut down or damaged, when cultivating vegetables.
- Avoid vegetable cultivation around 2018, 2019 and 2020 plantation sites.
- Ground vegetation conserves moisture and adds nutrients to the soil, therefore avoid removing it during vegetable gardening.
- New bamboo shoots and other grasses should not be removed for any purpose.
- Consider canopy structure and the shade trees give when selecting the crop variety.
- Shade or trellis should not be erected for vegetable gardening over existing plantation sites as this will filter the sunlight.
- Avoid cultivation of elephant preferred vegetables/plant species close to the western side of the camp boundaries.

ON SLOPES:

- Consider pit and sack planting in areas prone to landslides to avoid destabilizing slopes.
- Zero or less tillage is recommended for vegetable cultivation, especially in sloped areas and avoid cutting/damaging or levelling any steep slopes as this will become a landslide risk.
- Vegetables with large leaves and vines should be considered as they can reduce splash erosion.
- Avoid cultivating deep rooted vegetable varieties that require slope excavation during harvesting (e.g. kassaba, potatoes etc).
- Avoid fencing sporadically inside the plantation area; that hampers regular plantation care and maintenance activities.

INFORMATION SHARING VENUES:

- Disseminate messages during training and monitoring visits, particularly by partners engaged in both reforestation and gardening activities.
- Host a community meeting with households near the reforestation site.
- Mobilize volunteers and youth networks to provide door-to-door messaging.
- Train Majihs, religious figures and other local leaders on the benefits, and encourage them to promote these messages among their community.
- In collaboration with the Communication with Communities (CwC) working group, use audio messages to share information and develop visual messages (e.g. signboards).