

PARTNERSHIP FOR LAND USE SCIENCE (FOREST-PLUS) PROGRAM

Report
SIGN GREEN Campaign
Jan 30 - Feb 03, 2014
New Delhi

February 2014

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ACRONYMS AND ABBREVIATIONS

Forest-PLUS Partnership for Land Use Science
GIS Geographic Information System
MoEF Ministry of Environment and Forests
MRV Monitoring, Reporting, and Verification

MSU Michigan State University
NRM Natural Resource Management
NTFP Non-Timber Forest Products

REDD Reducing Emissions from Deforestation and Forest Degradation

SFD State Forest Department

USAID United States Agency for International Development

REPORT

INTRODUCTION TO FOREST-PLUS PROGRAM

In 2012 the United States Agency for International Development (USAID) commemorated 50 years and US\$52 billion of development assistance given to India from the American people, a contribution to the dramatic story of India's emergence as the world's fourth largest economy, South Asia's dominant power, an influential actor in the global community of nations, the world's largest democracy, and an important U.S. ally. In keeping with India's economic progress, US development assistance has evolved from funding national-scale food distribution and infrastructure projects to linking technical expertise in both countries in collaborations to solve development challenges.

In November 2009, President Barack Obama and Prime Minister Manmohan Singh launched a US-India partnership reflecting both countries' commitment to build low carbon economies that minimize climate change yet provide jobs, economic growth, and energy and food security.

To implement this partnership in the forestry sector, USAID and the Government of India (GOI) signed a 5-year agreement of scientific and technical collaboration in September 2010. Under this agreement, USAID/India and India's Ministry of Environment and Forests (MoEF) designed the Partnership for Land Use Science (Forest-PLUS) to help accelerate India's transition to a low carbon economy by introducing and supporting the widespread adoption of the Reducing Emissions from Deforestation and forest Degradation (REDD+). Forest-PLUS brings together technical expertise in India and the US collaboratively to develop, test, and deploy innovative technologies that enable India to meet the challenges of managing its forested landscapes for the climate, environmental, and livelihood benefits of REDD+.

Forests in India are an integral part of the cultural life of its people, deliver many of the ecosystem services at the foundation of India's economy, and support India's status as one of the world's megabiodiversity countries. Almost 300 million Indians depend on forest resources for their livelihoods, including 87 million tribal people. Past deforestation has reduced India's original forest area and long years of unsustainable direct use of forest resources such as fuel wood, fodder, timber, and non-timber forest products (NTFPs) has degraded India's forest biomass and ecological function.

Inheriting a history of scientific forest management dating to the mid-1800s, India's central government sets national forest policies through MoEF. India's National Action Plan on Climate Change (NAPCC) describes a National Mission for a Green India (GIM) to "enhance carbon sinks in sustainably managed forests and other ecosystems". MoEF's 2012 draft National Working Plan Code calls for state forest departments (SFDs) to implement "sustainable management of forests; conservation and development of biodiversity; maintenance and enhancement of ecosystem services including carbon sequestration; and the participation of local people in planning and management of forest resources". Other Indian organizations build capacity, provide technical support, and conduct research on forest management in India.

Forest-PLUS works closely with MoEF, SDFs, Indian forestry organizations, and other institutions to enable REDD+ as an aspect of India's forest management. With these partners, Forest-PLUS develops innovative technologies, tools, and methods and deploys them in four demonstration landscapes in the states of Karnataka, Madhya Pradesh, Himachal Pradesh, and Sikkim.

In Component I Forest-PLUS develops REDD+ technologies, tools, and methods through US-India scientific and technical collaborations:

- Task 1.1 Develop tools, techniques, and methods for better ecosystem management and increasing sequestration. Forest-PLUS advances include technologies, tools, and methods in forest management and planning, institutional and governance structures, silvicultural interventions, grazing management, and NTFP harvesting.
- Task 1.2 Develop improved methods to establish carbon inventory and reference baselines for India. New Forest-PLUS technologies include methods to estimate carbon stocks in different forest types, software models to convert remote-sensed data into carbon estimates, national greenhouse gas inventory data management systems, protocols for community-based forest carbon inventories, and the use of new remote-sensed data sensors for forest carbon measurement and monitoring.
- Task 1.3 Analyze social and economic incentives for REDD+ policy and practice. Forest-PLUS is introducing innovations in financial incentives for improved forest management including through REDD+ carbon markets, public-private partnerships, improving NTFP value chains, energy alternatives that reduce demand for fuel wood, alternative livelihoods with an incentive to protect or rehabilitate forest biomass, and alternatives that reduce the intensity of forest subsistence.

In Component II Forest-PLUS tests Component I technologies and methods through field deployment:

- Task 2.1 Establish government and stakeholder dialogue and communication processes. Forest-PLUS works with MoEF and the SFDs of its four demonstration landscapes to initiate dialogues with landscape stakeholders about climate change, the role of forest land use in exacerbating or mitigating climate change, and the effectiveness and appropriateness of the REDD+ technologies, tools, and methods Forest-PLUS is developing. Information from these dialogues informs an iterative improvement of Forest-PLUS activities.
- Task 2.2 Engage stakeholders constructively on REDD+ implementation. Forest-PLUS collaborates with SFDs, local governments, communities, and local institutions in its four demonstration landscapes to demonstrate in practice new REDD+ technologies, tools, and methods. This empirical experience feeds back to incremental improvements and adjustments in the Forest-PLUS tools that adapt REDD+ to the Indian context.
- **Task 2.3 Human and institutional capacity development and strengthening of enabling environment.** Forest-PLUS builds the capacity of MoEF, SFDs, NGOs, forest community governance structures, and forest resource users to play effective roles in forest ecosystem management that incorporates REDD+.

BACKGROUND OF THE CAMPAIGN

REDD+ is an evolving concept at the international level and several issues are presently under debate and discussion at both the international and national level. Given this evolving process, communication is more important than ever to instill transparency within the development of REDD+ related decisions and policies. It is important that the concerns of forest dwelling, forest fringe communities and other stakeholders are adequately addressed. There is also a need to channel information flows to the public and private sectors, donor and NGOs regarding Climate change, forestry and REDD+, specifically its environmental, social, economic benefits. This dialogue is of critical importance as REDD+ and the prospect of a future carbon market, provokes many emotions – fear, opportunism and confusion. Forest-PLUS utilizes the platforms available to bring mass awareness on Climate change and related issues to diversified stakeholders.

As part of bringing mass awareness a campaign titled *Sign Green* was organized during Jan 30 - Feb 03, 2014 at CMS Vatavaran International Environment and Wildlife Film Festival held at Indira Gandhi National Centre for Arts (IGNCA), New Delhi.

The specific objectives of the campaign were:

- 1. Raise awareness on Climate change, Forests and REDD+ issues among key stakeholders
- 2. Sensitize stakeholders on supporting forests, which adds to the knowledge base aiming at better forest management through innovative communication modes.

PARTICIPANTS

The campaign reached out to more than 24 schools, 12 colleges, 3 universities, 15 NGOs and an array of individuals including from activists, Government officials, media personnel and women SHGs covering more than 20,000 individuals.

Students from the following school participated in the campaign

- Mayur Public School, New Delhi
- Bharti Public School, New Delhi
- Amity International School, New Delhi
- Lotus Valley International School, Haryana
- Hope Hall Foundation School, New Delhi
- St. Marks School, New Delhi
- Bloom Public School, New Delhi
- JMPS- Joseph and Merry Public School, New Delhi
- Goodey Public School, New Delhi
- East Point School, New Delhi
- Little Flowers Public School, New Delhi
- Dr. Radhakrishnan International School, New Delhi
- Blue Bells International School, New Delhi

- Navyog School, New Delhi
- MRV School, New Delhi
- Guru Nanak Public School, New Delhi
- Adarsh shiksha Niketan Sr. Secondary School, New Delhi
- NK Bagrodia Public School, New Delhi
- Universal Public School, New Delhi

Students from the following colleges, universities and private educational institutions participated in the campaign

- Lal Bahadur Shastri Institute of Management, New Delhi
- Institute of Home Economics, New Delhi
- Kamla Nehru College, New Delhi
- Deen Dayal Upadhyay College, New Delhi
- Shivaji College, New Delhi
- Banarasidas Chandiwala Institute of Hotel Management and Catering Technology, New Delhi
- School of Environmental Science, Jawaharlal Nehru University, New Delhi
- School of Arts and Aesthetics, Jawaharlal Nehru University, New Delhi
- University School of Basic and Applied Sciences(Biodiversty and Conservation), G.G.S. Indraprastha University, New Delhi
- Chotu Ram Rural Institte of Technology, New Delhi
- Jamia Hamdard Government Deemed University, New Delhi
- Department of Environmental Studies, University of Delhi
- Aditi Mahavidyala, New Delhi
- Ramjas College, New Delhi
- Maharishi Valmiki College of Education, New Delhi
- Swami Shraddhanand College, New Delhi
- Bharati College, New Delhi
- Jesus and Mary College, New Delhi
- Bhaskaracharya College od Applied Sciences, New Delhi
- SBSC- Shahid Bhagat Singh College
- IIMC- Indian Institute of Mass Communication, New Delhi
- HRC- Hansraj College, New Delhi
- IITM- Institute of Information Technology and Management, New Delhi
- Jamia Milia Islamia Central University, New Delhi
- University Visvesvaraya College of Engineering, Karnataka
- Teerthankar Mahavir Institute of Technology and Management, Uttar Pradesh
- JIS college of Engineering, Kolkota

PROCEEDINGS OF THE CAMPAIGN

A display panel was presented on a standee, highlighting the connectivity of forests and climate change. A map of the world forests, highlighting the facts on loss of forest, greenhouse gas emissions, a note on REDD+ and Forest-PLUs was included in the design. The standee was presented as a connecting link between the innovative communication tools via, the tree super hero and sign green tree.

The Tree Super Hero was designed as a simple idea that would catch the attention of the urban public and connect them with trees/forests. Presenting the tree as a super hero of the planet was very catchy and fresh way to present the tree. It was also intended to be playful and fun. Many of the visitors were happy to stick their faces into the display and take pictures with it so they themselves could feel like a superhero.

SIGN GREEN display banner was designed as collaborative art project to communicate the issues of climate change and evoke responses from different stakeholders, sharing their concerns for environment. The visitors of the exhibition were welcomed to green a tree by signing in their concerns about trees and forests on leaf-shaped pieces of paper and sticking them to the display board, thus greening the dry tree. More than 1200 leafs were pasted to the display board. The display board represented the emotions, concerns from individuals.

Two volunteers namely Ms. Namita Assi and Meenakshi Rana supported the Forest-PLUS team by assisting the visitors, responding to the queries and documenting the process. Forest-PLUS brochure was also presented to the visitors, who were interested to learn more about the program. The details of USAID initiatives in India were shared through a fact sheet along with contact details of Mr. Paul Varghese and Mr. Soumitri Das with key persons and media who wanted to know more about USAID initiatives in India.

OUTCOMES OF THE CAMPAIGN

- The Sign Green campaign reached to more than 40 schools, 12 colleges, 3 universities, 15 NGOs and an array of visitors covering more than 20,000 individuals.
- Stakeholders sensitized on supporting forests through the signature campaign.
- Awareness generated amongst key stakeholders on climate change, Forests and REDD+ issues.

ANNEXURE 1: LIST OF PARTICIPANTS





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ANNEXURE 2: PHOTOGRAPHS





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