



How a Group of Kenyans Got the World Talk About Nairobi National Park

The Role of Communication in Environmental
Conservation and Animal Welfare



“The Purpose of a Writer is to Keep Civilization from Destroying
Itself “

- Albert Camus





So we are trying
the ecosystem's c
why we need



Save Nairobi National Park Campaign

NAIROBI NATIONAL PARK
Demonstration

...manding Kenya Railways & other Government
...court issued stop order and comply with the rule of law
...day March 1st 2018.
...M - 2:00PM.

Freedom Corner, Uhuru Park
...om Corner - Office of the President - Kenya Railways Corporation

Nairobi National Park faces a
threat due to the construction of the
PHASE 2A. The purpose of the
demand that KRC
our law and constitution
immediate stop
Nairobi National Park
who cares
laws of the
help us

CONTACT INFORMATION






Introduction




What is Communication?

Latin noun– ‘*communicatio*’ meaning ‘sharing’ or ‘imparting’ (Peters, 2008)



Communication is the process of establishing connection (or link) between two points for information exchange (Chitode, 2009)

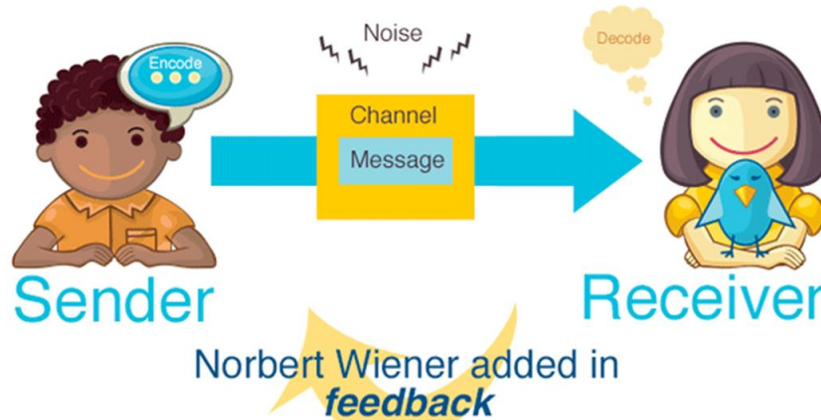
The National Communication Association (NCA) defines communication as a discipline that focuses on ‘how humans use verbal and non-verbal **messages** to create **meaning** in various **contexts** (from two-person groups to mass audiences) across cultures using a variety of **channels** and media’ (Cobley P., Schultz P. 2013)



The Communication Model



Communication can also be described as the transmission of messages from the sender to the receiver.

The Shannon-Weaver Model:





The Role of Communication in Animal Welfare, Environmental and Wildlife Conservation


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1. Bring change, influence attitudes and transform mindsets
 2. Empower a new generation
 3. Documentation. Record information for future use
 4. Promotion of animal welfare and conservation agenda in the public
 5. Solve conservation and resource management problems
 6. An important indirect mode of protecting Africa's heritage by celebrating it.
 7. An example, the AAWC conference as a major tool of communication - create awareness and expand knowledge
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CASE STUDY: Save Nairobi National Park (SNNP) Campaign

A group of stakeholders and concerned members of the Kenyan public who came together to reiterate their opposition to any attempt to route Phase II of the SGR through the Nairobi National Park

Objectives

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1. To ensure that all feasibility studies, initial environmental impact studies and any other analysis used
 2. To have the Government of Kenya abandon the current plans of building SGR Phase 2A of the railway through the Nairobi National Park and dispersal area.
 3. To have the Government of Kenya jointly agree with relevant stakeholders on the actual steps, milestones and timelines of a process to arrive at a mutually acceptable routing



It was one of the most publicized environmental campaign in Africa



Nairobi National Park under threat from city developers

MONDAY JUNE 08 2020



Business Markets World Politics TV More

ENVIRONMENT JULY 18, 2020 / 11:05 AM / 2 MONTHS AGO

Wild animals losing freedom to roam as city encroaches on Nairobi park

Katharine Houeild

NAIROBI (Reuters) - Residents of a city skyline in the Nairobi National Park are losing the freedom to roam as city encroaches on Nairobi park.



Feature

Meet the environmental activists campaigning to save Nairobi National Park

Kenyan conservationists are mobilizing projects inside Nairobi National Park wildlife.

Dominic Kirui August 25, 2020



Home Coronavirus Kenya Africa US Elections



organized by the Kenya Coalition for Wildlife Conservation and Management and sought to Kenya Wildlife Service (KWS) to compel the government to use alternative routes for the railway/CFM NEWS

ROBI, Kenya, Sept 16 – Wildlife and environmental conservationists on Friday ning held protests in Nairobi against the proposed construction of the Standard Gauge Railway (SGR), across the Nairobi National Park.

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ECONOMY

Uhuru criticises Nairobi National Park SGR route opponents

WEDNESDAY, OCTOBER 19, 2016 2009



President Uhuru Kenyatta, Transport secretary James Macharia (third left) and other officials arrive for the commissioning of the Nairobi-Nairobi Standard Gauge Railway (Phase 2A) project at Embakasi in Nairobi County on October 19, 2016. PHOTO | SALIMAT NUALI

By KIARIE NJOROGE,
gkiarie@ke.nationmedia.com

SUMMARY

- President Kenyatta said that the 6.7km railway bridge to be built on park land will not affect the animals or its ecology and ruled out re-routing of the line.
- Works on the Nairobi section remain in limbo after the National Environmental Tribunal stopped it following a petition by activist Okiya Omtatah.





CASE STUDY: Save Nairobi National Park (SNNP) Campaign



So, what worked?


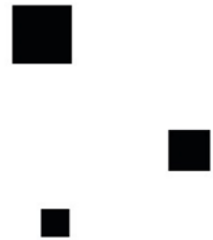




CASE STUDY: Save Nairobi National Park (SNNP) Campaign




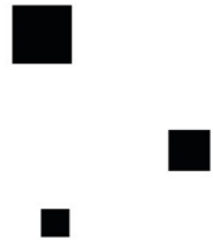
1. The communication strategy was well devised with the targeted audience in mind. The communication medium was well thought out and the message delivered with surgical precision.

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1. We managed to win over the mainstream media and the international media –giant media stations and live coverage in print, electronic and radio stations of the 7 demonstrations held
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CASE STUDY: Save Nairobi National Park (SNNP) Campaign



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4. Those who appeared before the media for interviews, be it TV/Radio talk-shows or street interviews were well selected
 4. Face to face communication also did play a major win for the campaign – key stakeholders knew what to say to who, and when needed. This method was used to win some pro bono lawyers and activists whose dedication of their time and resources to our cause was a surprise support
- 






CASE STUDY: Save Nairobi National Park (SNNP) Campaign






6. There was a communication committee formed and competent communicators were members. They also used communication platforms at their individual organizations to further the cause of saving NNP

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6. Communication was devised in a way that made it an emotive issue to attract the key decision makers – a letter was written with reference to a quote by the founding president of the republic of Kenya, to whose son, was now the president – asking him to intervene and save the park.



CASE STUDY: Save Nairobi National Park (SNNP) Campaign



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8. Petitions were drafted given to the community for legitimacy and people-ownership
 9. An extensive article was written in the publication, UN Perspectives to bring attention to the world the devastation looming in the only park within a capital centre.
 10. Media packages, information documents, legal packages and fundraising documents were adequately done to enable public awareness.
 11. Provoking photography and videography was used
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Communicating Environmental Conservation & Animal Welfare: 10 Frequently Made Mistakes

1. Communication without a proper analysis of the issue – poorly defined problems. People perceive a new park as restrictive to their day to day life or business. It is this perception which is the communication problem. Hearings, roundtables and open negotiations are much more effective than posters and leaflets.
2. Proper research on the target groups
3. Ensure that the objectives of the communication activity are well defined.
4. Unrealistic goals. Do a cost benefit analysis, of the response to our messages, envision the specific behavior change we would like to see: economic incentives, taxes, regulations, infrastructure etc. and continually refine the messages,
5. Appropriate planning and time frames. Employ project management measures
6. Unrealistic budget. Budgets are usually either limited or there's none at all. Most decisionmakers tend not to be willing to invest money in more effective stakeholder management approaches. For it to be effectively done, A good budget should be in place.

Communicating Environmental Conservation & Animal Welfare: 10 Frequently Made Mistakes

7. A lack of evaluation and performance indicators. It is difficult to evaluate the improvement of knowledge, attitudes or practices but this can be cured by setting up communication objectives with precisely the right indicators. If this is not in place no real feedback can be expected and we do not learn from our experiences.
8. Expectations that are too high. High expectations of the public to prioritize animal welfare and conservation are often thwarted because of competing priorities in society especially in the African context.
9. Means and media. The proper communication tool should be used to address a specific problem. Know when to have a hefty budget on advertorials vs. face to face conversation
10. Communication seen as information. In conservation communication we often tend to supply our audience with as many facts and information as possible.

“what we say is not necessarily heard, what is heard is not necessarily understood, what is understood is not necessarily acted upon, what is done is not necessarily repeated”. If we realize this, we might find ways to ensure effective communication.



THANK YOU!

