

**Training on the development of effective communication strategy for BIOMA Foundation
BIOMA needs training on basic communication strategy for the management and project
staffs in order to assess their current communication strategy and to select an effective and
creative communication tools to promote their program to external audiences.**

Historique

BIOMA Foundation is a non-governmental organization based in Samarinda, East Kalimantan (Borneo Island) established in 1998 (bioma.or.id). BIOMA has a vision of "Sustainability of the functions and benefits of natural resources and environment for the sustainability of all creatures including human well-being, especially local communities". To achieve this vision, BIOMA has a mission of "to promote the community's awareness and participation and to support policies and efforts in the protection and sustainable use of natural resources and the environment as a gift of God Almighty".

BIOMA founded by a group of young environmental activists in Samarinda (mostly graduated from the Faculty of Forestry, Mulawarman University) who concerned about the damages of the environment, especially forest resources in Kalimantan Island. Institutionally and personally, BIOMA has had adequate relevant experiences in the project implementation, community facilitation and assistance.

In the beginning of its establishment, BIOMA worked more on research in field of natural resources, but later they work with community in managing natural resources sustainably. Today BIOMA works with community in several villages in Kutai Kartanegara District and Malinau District, East Kalimantan Province.

The ongoing projects by BIOMA undertaken are:

• The Institutional Support for MuaraSiran Village Community, Kutai Kartanegara district in management of natural resources. BIOMA assists the village government and community groups on how to develop village planning within the perspective of natural resource management sustainably. This project still needs supports from various parties, such as government and non-government organisations.

• In North Kalimantan Province, BIOMA together with a project consortium implements the project of Solar Powered Renewable Energy Projects to supply electricity and Increase community's welfare in remote areas in Malinau District.

• Starting from July 2017, BIOMA implement the mangrove reforestation program in Mahakam Delta with support from Planète Urgence. The purpose of this program is to contribute the restoration of mangrove ecosystems in Mahakam Delta as well as to increase the community awareness on environmental conservation. The program has shown a good progress, and continued in 2018.

The projects that have been completed by the organisation are generally related to the management of forest and environmental resources, among other things: Forest Carbon Conservation Project, Development of Peat land Conservation and Restoration in the Middle part of Mahakam River Region, Adoption of Conservation and Forest Management Model by Local Communities as an Alternative Economic Activities for the Local Community.

BIOMA currently has 5 full time staffs and more than 5 persons of part time staffs, depend on the needs of the organization. BIOMA has an office in Samarinda. The atmosphere of the office is quite dynamic because it becomes a place for discussions on current social issues and place for social gatherings for the NGO activists in Samarinda.

BIOMA has clear work division by organization's structure, in which the Board of Executive is separated from the Board of Trustees. The current executive director is Mr. Aspian Noor, and his work is supported by a Vice Director, a Secretary, an Administrative and Finance Officer, a Program Officer, and a Communication Officer. Others staffs work

on call basis.

Objectif

The mission is to give a basic training on communication strategy for BIOMA staff in the objective to improve the program information dissemination to external audience.

BIOMA has already several communication tools for program promotion including:

- Organization website, <http://bioma.or.id/>
- Facebook page , "Yayasan BIOMA"
- Brochures, leaflets, posters, project visibility (hat, T-shirt)
- Photos, video, and other digital technology
- Organization promotion through exhibition
- Project reports, books

All those tools were developed by BIOMA staff partially based on some project requirements or staff creativity. However, the organization does not have a clear strategy to optimize the use of the available tools for an effective external communication. It is due to the limited knowledge and skills of the staffs on the effective communication strategy.

While communication strategy is a very important aspect to promote the organization program for visibility and resources mobilization, BIOMA does not have enough budgets to train the staffs. Therefore, the organization proposed the volunteer mission to learn the effective communication strategy from a source with related competencies. It is expected that after the mission, BIOMA could:

- Improve the staffs' knowledge and skills on the effective external communication strategy
- Have an effective strategy on communication
- Have effective and creative communication tools for promotion to external audiences

Intervention du volontaire

In order to achieve this objective, two steps are necessary to deliver 4 expected volunteer interventions.

First step is to assist the local staff in preparing the organization communication strategies:

- Training of basic theory on the effective communication strategy including the communication's definition, objective, importance, process, techniques, and tools. This can be organized in an interactive class session with power point presentation or other relevant methodology
- After the first intervention, the volunteer has to assist the staffs to assess the efficiency and effectiveness of their current communication strategy. The methodology can be the interview, group discussion or questionnaires.
- Based on the assessment result, the volunteer is expected to assist the participant to develop the feasible and affordable communication strategy for program promotion

Second step is to assist the local staff in managing the use of each communication tools in which the volunteers shall:

- Introduce the types of communication tools which could be used to promote the organization visibility and to mobilize the potential resources. The intervention will include the objective of each tool, the requirement of an effective tool, and the expected audiences of each tool, the available media (including social media) to publish the tools, and communication tools update and publishing managements.

La mission

Aéroport Balikpapan [Sepinggan]

Transfert sur le lieu de mission

When the volunteer arrive in Balikpapan in the morning, he/she can proceed to Samarinda City by shuttle bus.

If the volunteer arrives in the afternoon, he/she should stay overnight in Balikpapan. A room in Hakaya hotel (located near the Airport) will be reserved and informed to volunteer before the arrival. PU Indonesia or BIOMA will arrange the hotel and the airport transfer. The next day, the volunteer will proceed to Samarinda by shuttle bus (3 hours travel). We will send information in detail how to go to Samarinda by shuttle bus. PU Indonesia or BIOMA staff will pick up the volunteer at the Shuttle Bus station in Samarinda.

After arriving in Samarinda, the volunteer will meet Planète Urgence Indonesia and BIOMA for a briefing session. Then BIOMA will host and organize the volunteer mission.

Condition d'hébergement et d'intendance

Transit in Balikpapan City will be in Hakaya Plaza Hotel (www.hakayaplazahotel.com)

Place to stay in Samarinda: a budget hotel, a clean standard hotel.

Meal during the mission will be organized by BIOMA. Indonesian food is considered as one of the most vibrant and colorful cuisine, full of intense flavor. The staple food is rice with the dishes of chicken, fish, and sometimes beef. Indonesian used a lot spices for cooking. For the volunteers who don't like spicy food, the host will provide less spicy food.

Transportation in Samarinda city will use motorcycle with helmet (for short distance), and taxi.

Moyens mis en oeuvre

The equipment and material available: several DSLR, pocket, video cameras, whiteboard and board marker, electricity, Wi-Fi internet, cellular phone network, LCD projector, organizational website, social media and other standard training kit. Each staff has advanced smart phones.

It is expected that the volunteer informs BIOMA prior to the mission should he/she needs particular equipment for trainings.

It is also recommended that volunteers bring their own computers

Organisation

The mission will be conducted in Samarinda City. In general the organization of the mission is as follow:

- ? The mission/training will be conducted in the BIOMA Office where standard training equipments are available.
- ? Before training there will be general briefing from Planète Urgence Indonesia and BIOMA in the first day the volunteer arrive in Samarinda City. Likewise, the day before leaving Samarinda, there will be debriefing session.
- ? The training will be 5 days in week 1 and another 4 days in the week 2. In general the schedule of the training is from 9 am to 3 pm. The session in Saturday is 9 à 12 based on the partners' staff availability. The detail of the schedule will be discussed during the briefing. The training will be conducted in informal situation.
- ? Sunday is free day, and the volunteer could explore the City of Samarinda and surroundings.
- ? A BIOMA staff will be assigned to pick up and drop from the hotel to the office by using motorcycle with helmet.

Remarques

The volunteer candidates should have competencies on the communication strategy or related field, and speak English.

Samarinda is a hot city (temperature), so we suggest the volunteer to bring light clothes. In general, there are two seasons in a year rainy season (October - April) and dry season (May to September), but recently the weather cannot be predicted.

Les bénéficiaires

Nom des bénéficiaires To be named

Nombre de participants 4

Niveau des participants

All staffs know how to take digital images using camera, how to use social media, and computers and internet literates. None of them has ever attended training program on communication strategy.

The age range is between 20 - 40 years old. They are highly enthusiastic and committed on the environment and development program.

Formation des participants

Almost all of participant candidates are graduated from faculty of forestry. Some of them are now attending master degree's program in natural resources management. Some of them have attended training/course on GIS (geographic information system), spatial mapping, and biodiversity.

They do not speak English; a local English " Indonesian translator will be hired.

Motivation des participants

Organizationally, BIOMA is strongly motivated to become one of the leading NGO in East Kalimantan working on community based natural resources management. To support this goal, BIOMA needs to introduce their programs and activities to the broader audiences. Internet, website, and good communication tools can be used to promote the organisation effectively.

The capacity building of staffs in the effective communication strategy and creative tools is needed and BIOMA would appreciate if there are PU's volunteer missions to help them in field of web management or development.