



Southern Province - Nyamagabe District - Kitabi Sector - Kagano Cell - Kintobo Village

JOURNALISM FOR SUSTAINABLE BIODIVERSITY CONSERVATION AND NATURAL RESOURCES MANAGEMENT IN RWANDA



Photo: we achieved this by collaborating with the center of excellence in Rwanda

INTRODUCTION

The world, and especially the online world, is awash in communication.

The vast majority of this communication, however, is not news and especially not journalism. Almost 70 percent of email traffic is spam, according to web security company Symantec. In 2012, there were an average of 175 million tweets each day. But almost all – 99% — consisted of “pointless babble,” according to researchers at Carnegie Mellon University.

While journalism occupies a much smaller space than the talk, entertainment, opinion, assertion, advertising and propaganda that dominate the media universe, it is nevertheless perceived as being more valuable than most of the “**stuff out there.**”

Nowadays what matter the general population is climate change and environmental protection as a key for sustainable development. The Government of Rwanda takes environmental protection very seriously and has taken significant steps to ensure a balance between economic development and environmental protection, as well as to prevent environmental degradation.

But the problem is that in rural areas, the research shows that most population doesn't know the role of protecting environment, National parks, and what measures to take once unexpected change happened due to lack of trainings ,talks, information about protecting environment.



Photo: Ange IMANISHIMWE CEO BIOCOOP why Journalists must involve in Conservation

Journalist are ones on top that are being followed by general population everywhere in the world and 95% of what they say are well received .the reason behind why **BIOCOOP LTD** a community based organization aimed to build a soci-enviro economically stable country took the first step in partnership with **Center of Excellence** and provide a two day workshop on environmental journalism among journalist from different social media that works in the southern province of Rwanda.

IMPLEMENTATION

The workshop was for two days and invited peoples were journalists from medias such Radios, News papers that are working in Southern Province and Took place in Huye district from **17-18/04/2017**.

Topic: Journalism for Sustainable Biodiversity Conservation and Natural Resources Management in Rwanda.

Workshop was organized by **BIOCOOP** ltd in partnership with center of excellence.



Photo: Professor Beth Kaplin from Center of excellence as one of Guest speaker.

What is BIOCOOP LTD?

BIOCOOP is a Community Based Organization whose members are aimed in: Biodiversity conservation, Hygiene -sanitation, Environmental management and protection for sustainable development. Founded by **Ange IMANISHIMWE**, in **2012**; its main goal is to eradicate extreme poverty in local people around Nyungwe National Park (**NNP**) by involving them in different money making projects, connect youths to potential opportunities etc., . As a result this reduces illegal activities in the forest, and it is a reliable result for welfare of fauna and flora in **NNP**.

BIOCOOP emphasizes on community awareness and provides trainings to local community in farming techniques, Community outreaches to educate them on biodiversity conservation and hygiene -Sanitation.

We have four departments of operation:

I. Capacity building.

It aims at building the capacity of youths around **NNP** in **ICT**, biodiversity conservation, wildlife management, natural resources management, ecotourism, environmental management, water, hygiene, sanitation, climate change mitigation, agriculture, entrepreneurship, project management, civic leadership, and business development.

II. Community Health and Social Welfare.

This department is oriented in water, hygiene, sanitation, nutrition, and social work. We implement the projects based on public health and human nutrition as a result of eradicating malnutrition in local communities through education.

III. Agriculture and Livestock Promotion.

It aims at reducing the soil acidity in Nyamagabe and Nyaruguru districts by making organic fertilizers easily accessible to everyone. We integrate farming and human nutrition as the strategy of eradicating extreme poverty and malnutrition in the country.

IV. Biodiversity Conservation, Environmental Management, and Ecotourism Promotion

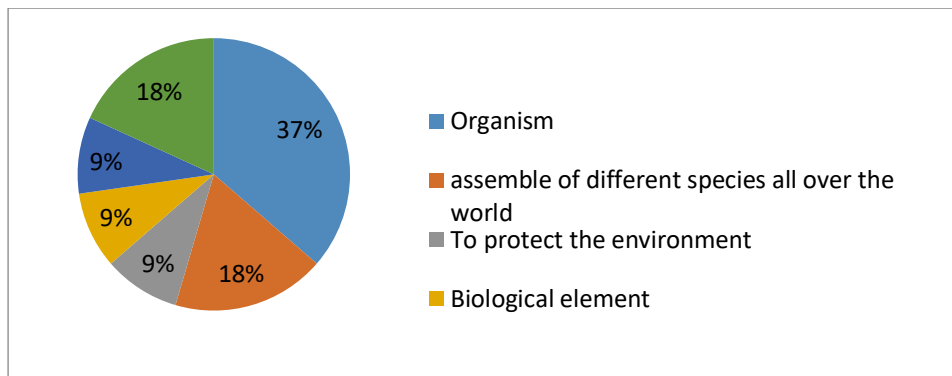
This integrates biodiversity conservation projects and sustainable development of the people around **NNP**.

- **Our Vision is contributing in the development of Rwanda to the level of middle income countries using our resources and skills.**
- **Our Mission is Building a Nation, Environ-Socio - Economically stable through our skills and our Resources.**

PRE ASSESMENT

Journalism did a **pre assessment** before training to see what area to focus on during trainings.

-What Journalist thinks Biodiversity is?

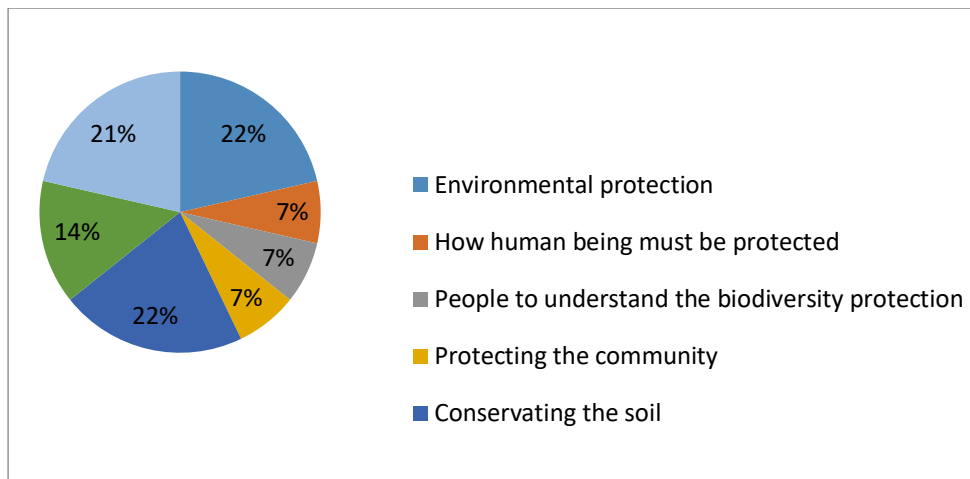


From the above graph, where the journalist were writing down what they thing Biodiversityis, a great number were thinking that biodiversity is an organism, compering frequency 5 and 1 give a real picture how ,journalism were having different understanding on biodiversity which is a reason why they don't write about biodiversity conservation.



Photo: journalist did a pre assessment

-Community conservation



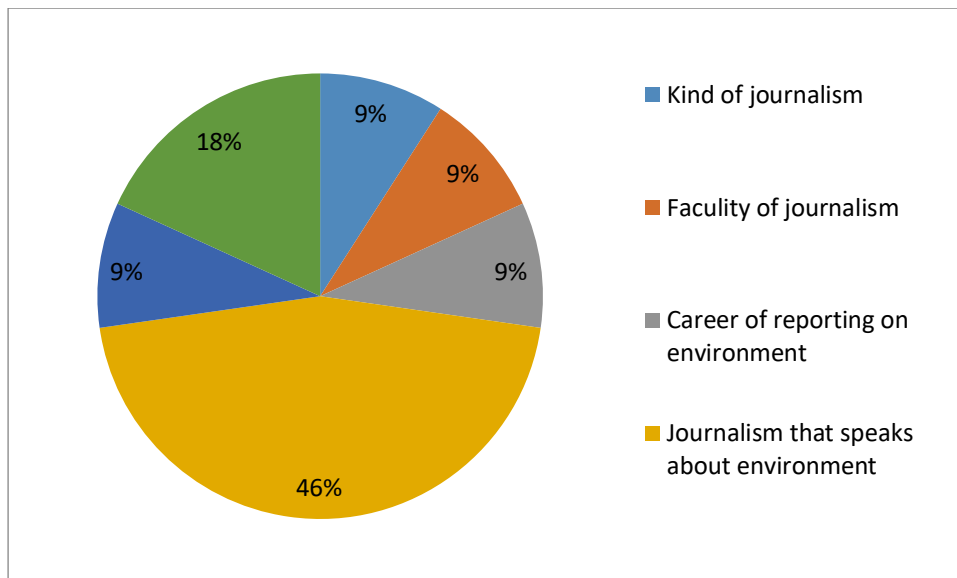
During pre-assessment most of the questions were on target of seeing if the journalists are on the same understanding on their and community role in conservation for sustainable Biodiversity Conservation and Natural Resources Management in Rwanda.

The above chart also call us to make attention and focus on letting journalists have common understanding on the role of community in conservation and their role in writing stories about conservation and news.



Photo: Innocent from RDB explaining more about Nyungwe National Park

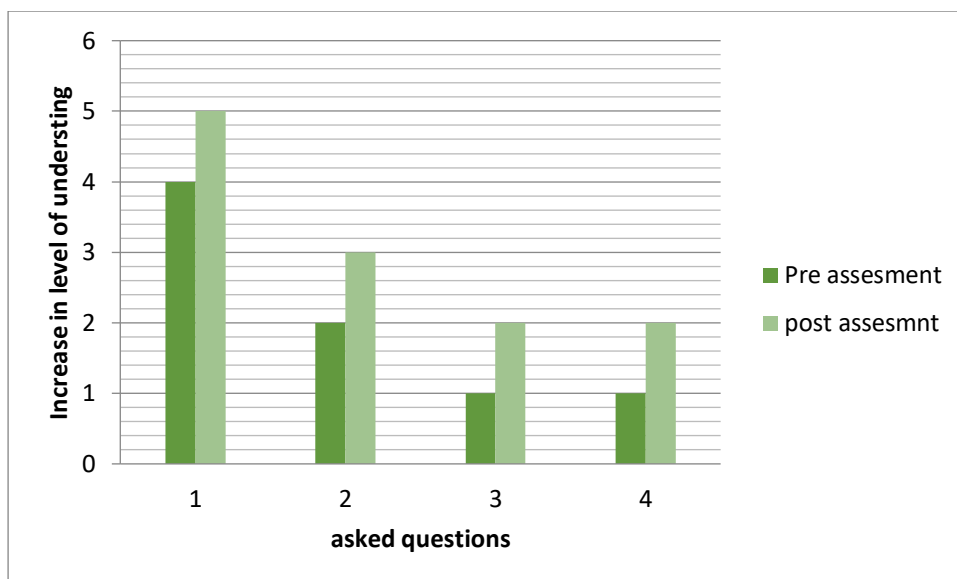
-Environmental journalism



From the final graph of pre assessment about 5 of our frequency journalists were thinking that environmental journalism are the journalist that speak about journalism and the rest of the group have different understanding on environmental journalism which is a barrier for them to deliver a presentation or media dialogue on environment.



Photo: After training journalist did a post assessment to see if there is a change made.



The graph above is comparing how level of journalists that attended training were before and what change made after training. And prove that at every point there is I big change in having common understanding.

“we didn’t report any news about conservation or environment because we weren’t well equipped and not connected to whom we might address our question or interview but after the workshop, we feel ourselves as journalists who are going to give support in building a country of a well conserved biodiversity” Said Journalists after workshop

RECOMMENDATIONS

Based on how the workshop was, the problem raised by journalists and outcomes here are some recommendations:

- A regular follow by both implementing agency and participants is required for the successful result.
- Journalists are the key elements to deliver any information, by so all involves parties such as Government, local NGO, and Radio should work together to for the better sustainable of envirmement.
- Regular training are needed

LIST OF ATTENDED JOURNALIST

NAME	RADIO - NEWS PAPER	ID
KWIZERA Prudence	IGIHE.COM	1198780078351006
Aime Beaute BUSHASHI	RADIO SALUS	11994770132987203
SIBOMANA Faustin	RADIO SALUS	1199080147585056
UWIZIRERERA Sibon Ange	RBA/RC HUYE	
JOEUSE MARIE Claire	KIGALI TO DAY	1197470025553058
NDACYAYISENGA Christine	UMUSEKE.RW	1198070042291179
NSHIMIYIMANA Emmanuel	IZUBA RIRASHE	1198280187346071
SESHABA Protas	NATURE RWANDA	1198880118822015
MUNEZERO Salvatore	ISANGO STAR	1198880111466029
UMUTONI Beatha	IMVAHO NSHYA	1198270038225068
Yves RUGIRA	RADIO SALUS	1198780015954085

CONCLUSION

The BIOCOOP staff and Center of excellence are very thankful to everyone who makes this happen, radio directors to their support which enabled them to reach out to needy people (journalist) by letting them attend a two day work, we hope to observe positive changes and seeing new post and newspapers talking about biodiversity conservation due to this training.

Prepared by **Irene DUHUKURI**

Public relations and communication