
Advocacy and Communication Campaign for ESA Project

PROJECT COMPLETION REPORT

15 October 2021



Prepared by

The Picture House Creations

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for

UNITED NATIONS DEVELOPMENT PROGRAM (UNDP)

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Implement Advocacy and Communication Campaign 2021 of ESA Project

1. Project Objective

The overall objective of this assignment was to provide consultative and operational services to deliver the pre-identified outreach programme titled 'Implement Advocacy and Communication Campaign 2021 of the ESA Project.'

The campaign was designed to advocate key messages across different platforms within the framework of ESA Policy and Strategy & Scale up Plan, by employing multiple mediums of audio/visual communication. The campaign followed a progressive flow through its implementation period, beginning with awareness and education, and moving on to advocacy and action.

While the deliverables were based on items indicated in the RFP, practical solutions aimed at operationalizing the ESA project were presented throughout the campaign, using simple language for all audiences to understand.

2. Project Timeline

Project inception - 21st June 2021
Project completion - 15th October 2021

Although we experienced some difficulties and slight delays in the delivery of a few of the deliverables, due to the travel restrictions and lockdown because of the Covid-19 pandemic, every effort was made to complete the campaign on time. All precautionary measures were taken to ensure the prevention of the spread of COVID-19 throughout the campaign.

Some of the key messages and topics to be covered by each of the deliverables were amended in consultation with UNDP to make them more suitable and effective.

3. Methodology

	Deliverable	Output platform	Outline of deliverable	Topics addressed	Launch date
01.a	Television Talk show 01 – (Sinhala)	ITN – 7-8 pm 'Hathveni Peya'	A one hour live TV talk show was conducted with Dr. Anil Jasinghe - Secy.- MoE, Prof. Sewwandhi Jayakody – Senior Lecturer – Wayamba University & Mr. Chathuraka Jayasinghe – Divisional Secy.	The show took on an educative and awareness provoking theme and broadly addressed various ESA related components. In order to increase views and engagement of the content, the talk show was supported by an FB post announcement and links of the TV talk show were disseminated through social media channels. Here is the link.	20 th July 2021
01.b	Television Talk show 02 - (Sinhala)	Derana 24 – Nature 24 6:05pm	A one hour recorded TV talk show was conducted with Dr. Anil Jasinghe - Secy.- MoE, Prof. Sewwandhi Jayakody – Senior Lecturer – Wayamba University & Ms. Kulani H.W. Karunarathne - Director, Environment Planning & Economics	The show followed an advocacy and action oriented theme on the ESA concept, policy launch, scale-up and NEAP, presenting it as a solution provided by the government. In order to increase views and engagement of the content, the talk show was supported by an FB post announcement and links of the TV talk show were disseminated through social media channels. Here is the link.	28 th August 2021

02.a	Radio Program 01 – (Sinhala)	Lakhanda - TBC	Audio excerpts from TV talk show 1 were condensed and remastered for a 1 hour radio show.	The show took on an educative and awareness-provoking theme and broadly addressed various ESA related components. In order to increase listenership and engagement of the content, the talk show was supported by an FB post announcement and links disseminated through social media channels. Here is the link.	23 rd July 2021
02.b	Radio Program 02 – (Sinhala)	Lakhanda - TBC	A one hour recorded radio show interviewing Sugandhi Samarasinghe – Technical Co-ordinator – UNDP.	The show which took on an educative and awareness provoking theme, combined the interview with testimonials of people at ground level. It focused on the effectiveness of the ESA project in conserving the environment and uplifting livelihoods. In order to increase listenership and engagement of the content, the talk show was supported by an FB post announcement and links of the radio show were disseminated through social media channels. Here is the link.	19 th September 2021
03.	Documentary video – Lessons Learned (SIN/ENG)	Social media	A narrative based documentary highlighting the lessons learned.	The video covers all key pilot sites and draws examples of successful implementation from pilot projects. It features testimonials from the community, ground team, selected co-management entities and top-level advocates. Here is the link.	13 th October 2021
04.	Teledrama Style docudrama (SIN)	ITN – 4:00pm/ YouTube	A docudrama about an environmentally conscious father and his daughter who travel through ESAs and discover the importance of	The docudrama covers topics such as understanding ESA's, the need for it in order to safeguard biodiversity, how effective land management is important for safeguarding biodiversity, the need for ESA implementation in Sri Lanka and the role of individuals and communities.	10 th October 2021

			conserving biodiversity.	Here is the link . Here is the link to the trailer which was promoted through FB. Here is the YouTube link .	
05.	Social media posts - ENG & SIN 15 nos.	Facebook/ YouTube	Videos covering key topics were released periodically spanning the entire campaign period.	Some key messages were done in English and Sinhala both, while the champion testimonials in Sinhala were subtitled in English. Videos were based on the themes of awareness, education, advocacy & action. Here are the links. SM video 1 – Sinhala SM video 1 – English SM video 2 – Sinhala SM video 2 – English SM video 3 - Sinhala SM video 3 – English SM video 4 – Sinhala SM video 4 – English SM video 5 – ESA Focus Areas SM video 6 – ESA Benefits/Returns Champions 1. Anuradha – Japan Jabara products 2. Bandaranayake Vidyalaya students 3. Buddhist monk – organic fertilizer production 4. Guides at Manawakanda 5. Mahaweli farmer 6. Gangewadiya 7. Neil - Habarawatte 8. Officials	Starting from July 9 th to 15 th October 2021
06.a	Short video A for social media (ENG & SIN)	FB / YouTube / tool for agency discussion	This narrative based video looks at ESAs from an agricultural perspective.	The video covers a wide range of issues facing agriculture and shows the need for a more sustainable and holistic approach. It shows how the implementation of the ESA concept in agricultural zones will not only	Sinhala – 7 th September 2021 English – 8 th

				<p>conserve biodiversity, but also allow the wise and sustainable use of natural resources to ensure that local communities benefit from ecosystem services.</p> <p>Here are the links: Sinhala. English.</p>	September 2021
06.b	Short video B for social media (ENG & SIN)	FB / YouTube / tool for agency discussion	This narrative based video looks at ESAs from a tourism perspective.	<p>Video promotes ESAs as a holistic approach to land planning creating a frame work for a more sustainable form of tourism.</p> <p>Here are the links: Sinhala – Version 1, Version 2 English - Version 1, Version 2</p>	10 th & 13 th October, 2021
07.	Short box type for digital media (E/S/T) 5 min x 1 no's	'ROAR' digital platform	Marketing type video aimed at showcasing ESA implementation as the way forward.	<p>The video introduces the ESA concept and the National Policy</p> <p>Here are the links: English Sinhala Tamil</p>	14 th October 2021
08.a	Photo essay 1	UNDP Photo exposure	Article written by Yasas Ratnayake on the restoration of the Ellangawa cascade system in Habarawatte.	<p>Article covers how the ESA Project has successfully mobilized communities to protect ESAs, not only reintroducing the notion of coexistence but also transforming the quality of life of the local community & uplifting their livelihoods.</p> <p>Here is the published link:</p>	22 nd August 2021
08.b	Photo essay 2	UNDP Photo exposure	Article written by Rudy Christiansen covering the innovative use of an IAS (Japan	<p>Article covers the success of ESAs in introducing innovative way of creating incentives to control an Invasive Alien Species (IAS) while concurrently serving to uplift the livelihoods of the community, bringing them income and</p>	31 st August 2021

			Jabara) in livelihood development	happiness with the story of the women of Swasthigama & Miriswatte. Here is the published link .	
8.c	Photo essay 3	UNDP Photo exposure	Article written by Rudy Christiansen covering Gangewadiya, focusing on sustainable community led ecotourism.	The article covers the success story of Gangewadiya being promoted as an ecotourism destination, together with the local community. It shows how the ESA concept successfully introduced co-management approaches that engaged local communities to ensure biodiversity while gaining economic benefits. Here is the link to the final document .	14 th September 2021
09.a	Full page article (advertorial) 1 - (E/S/T)	Silumina, Sunday Observer, Thinakaran Varamanjaree	Article written by Dhanesh Wisumperuma introducing ESAs with pictorial of pilot sites and key outcomes, written under an awareness and education theme.	Topics covered include an introduction to ESAs, their identification, importance, benefits, conservation and management of ESAs in a sustainable manner. Here are the links to published articles: - English version . - Sinhala version . - Tamil version .	15 th August, 2021
09.b	Full page article (advertorial) 2 - (E/S/T)	Silumina, Sunday Observer, Thinakaran Varamanjaree	Article written by Dhanesh Wisumperuma outlining the benefits of ESA's with relevant images, written under an awareness and education theme.	Topics covered include benefits such as the conservation of biodiversity & ecosystem services, marketing the country as an ecotourism destination, disaster risk reduction, eco-friendly products Here are the links to published articles: - English version - Sinhala version - Tamil version	5 th September 2021

10.a	Print media interviews - 1 (E/S/T)	Silumina, Sunday Observer, Thinakaran Varamanjaree	Article written by Dhanesh Wisumperuma with extracts from TV talk 01 curated into 1 article.	<p>Extracts from TV talk show 1 were curated into one article.</p> <p>Here are the links to published articles:</p> <ul style="list-style-type: none"> - English version - Sinhala version - Tamil version 	29 th August 2021
10.b	Print media interviews 2 (E/S/T)	Silumina, Sunday Observer, Thinakaran Varamanjaree	Article written by Dhanesh Wisumperuma with extracts from TV talk show 2.	<p>Extracts from TV talk show 2 were curated into one article under 3 main topics namely: Understanding the concept, Implementing the policy and Identification of ESAs.</p> <p>Here are the links to published articles:</p> <ul style="list-style-type: none"> - English version - Sinhala version - Tamil version 	19 th September 2021
11	Newspaper article (ENG)	Sunday Observer	Summation article written by Thilal Nanayakkara.	<p>Article was written to be published at the end of the project as a final concluding announcement by UNDP, taking a macro view of the entire ESA concept in Sri Lanka.</p> <p>Here is the link to the published article.</p>	10 th October 2021

4. Additional Work Carried Out

4.1 SOCIAL MEDIA –

4.1.1. Facebook

The ESA Facebook page was developed to disseminate the communications material during the campaign period of July 9th to October 15th 2021. The number of followers was increased from a 149 to 8,750+ as at 15th October 2021. This platform has been a conduit for engaging the public and creating relevance to the ESA concept in Sri Lanka. All the other deliverables such as the TV talk shows, radio shows, print media interviews, advertorials, photo essays etc. have been given additional exposure through this new social media platform.

The administration rights of the Environmentally Sensitive Areas facebook page will be with Ms Sugandhi Samarasinghe of UNDP at the end of the social media campaign (15th October, 2021).

Here is the link to the [FB page](#). Here are the [links to all the Facebook posts](#).

Please refer Annexure 1 for a detailed report on the reach etc.

4.1.2 YouTube channel

A new YouTube channel was created to store all the video products. All relevant deliverables such as the FB videos, TV talk shows, radio shows, as well as the ESA Theme Song have been uploaded to this channel.

The name of the channel is: Environmentally Sensitive Areas

Here is the link of the [YouTube channel](#).

4.1.3 Press Conference –

A Press Conference was organized together with the Ministry of Mass Media on September 2, 2021 to announce the launch of the ESA Policy, with the participation of 100 stakeholders.

4.2 OTHER –

- Providing exposure to the policy document through the FB page
- Promoting the ESA theme song through FB and YouTube
- Amalgamating communication products to the ESA training curriculum
- Creating a hashtag for the campaign - #EnvironmentallySensitiveAreas

5. Recommendations

Google Drive

All deliverables have been uploaded to a Google drive which can be used by anyone, making it possible to continue to use the deliverables in the scale up process in training, awareness programmes etc. A special email address was set up for this namely:

esacomms2021@gmail.com The password is: **ESAPROJECT123**

Here is the link.

Video products

The video products are recommended to be used as tools for training during the scale up process as they cover a wide range of topics. The video products can cater to all audiences as they are in Sinhala and English both, and have been designed in a systematic manner covering the themes of awareness, advocacy and action.

Please refer Annexure 2 for recommendations for use in the training curriculum.

Facebook page

It is recommended that this be used and promoted during the scale up process as a means of engagement with the public, as the FB page already has quite a large number of followers built up over the campaign. Since the project was limited to 3 months, it is advisable to continue to maintain this page especially once the ESA policy is launched.

YouTube channel

All the social media video products, TV Talk shows, Docudrama, Lessons Learned Video etc. will be uploaded to this channel and can be used in the long-term in the scale up process for quick access by anyone.

The email to use when logging into the 'Environmentally Sensitive Areas' YouTube Channel:

environmentallysensitiveareas@gmail.com Password: **ESASL@#123**

6. Consultant Team

1. Team Lead/ Environmental Communications Specialist – Thilal Nanayakkara
2. Media Specialist - Amar Gunetilleke **internal consultant*
3. Specialist Videographer - Sisira Sampath
4. Assistant cum Photographer - Rudy Christiansen
5. Writer cum Translator - Yasas Ratnayake

7. Annexures

Annexure 1 - Facebook insight report

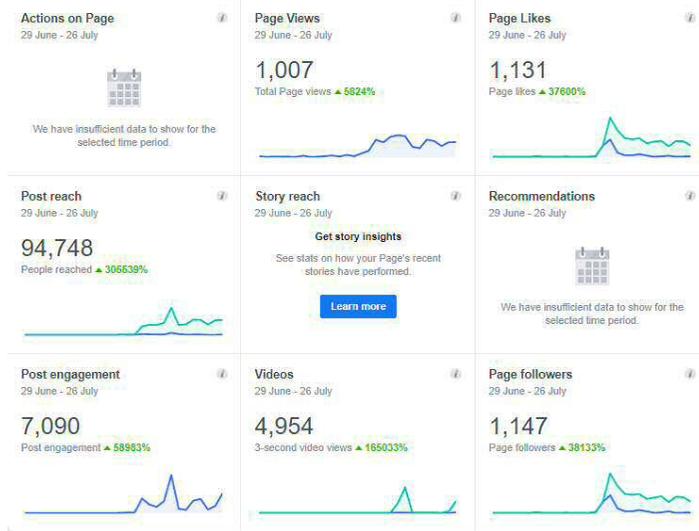
Annexure 2 – Recommendations on the use of the deliverables in the training curriculum



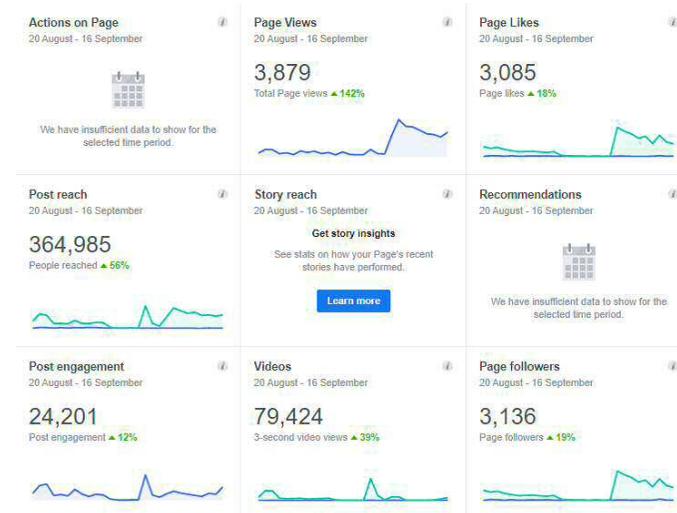
Annexure 1

Environmentally Sensitive Areas Facebook Page Insight at the end of 3 consecutive months

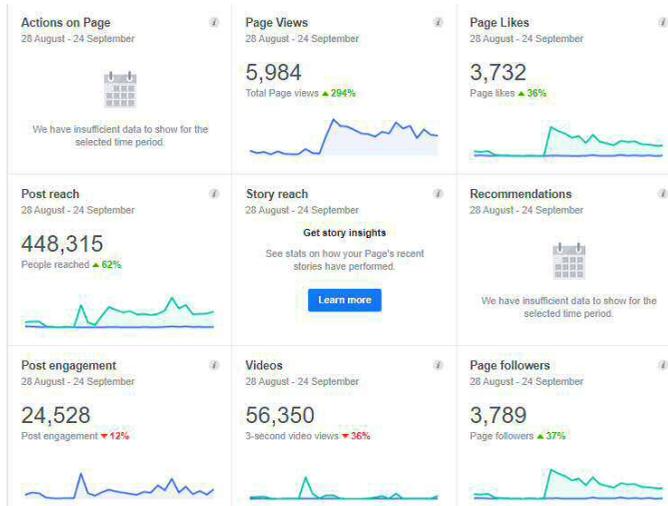
Month of July Insight Report



Month of August Insight Report



Month of September Insight Report



-In 90 days, ESA has achieved 8,101 page likes and 8,273 page followers.

-Page Likes boost was \$250.

From those 7,224 likes, 570,144 reach and 1,166,262 impressions has been achieved.

Insight Summary of Three Months	
Page Likes	8,101
Page Followers	8,273
Boosting Engagement	121, 490
Boosting Reach	922,550
Boosting Impressions	1,557,640
Page Views	10,870
Post Reach	908,048
Post Engagement	55,819
Video Reach	140,728
Static Contents	45
Video Contents	24

Environmentally Sensitive Areas Three Months Boosting Report

End Date	Ad	Status	Results	Reach	Impressions	CPR	Spent
16/7/2021	ESA Parisarika Sanwedi Pradeshayak Yanu	Completed	183	1,631	1,703	\$0.01	\$1
16/7/2021	ESA Yam Pradeshayaka Jiwath Wana	Completed	177	1,605	1,681	\$0.01	\$1
16/7/2021	ESA Tamil Content 01	Completed	77	1,325	1,408	\$0.01	\$1
29/7/2021	ESA Page Boost 01	Completed	897	55,809	122,865	\$0.05	\$50
21/7/2021	ESA Widwath Kathikawatha 02	Completed	541	7,210	8,037	\$0.01	\$5
17/7/2021	ESA Ilakka	Completed	138	1,338	1,377	\$0.01	\$1
17/7/2021	ESA Kota Pibura	Completed	135	2,157	2,267	\$0.01	\$1
19/7/2021	ESA Sri Lanka Blessed	Completed	3,406	8,058	8,465	\$0.0003	\$1
20/7/2021	ESA Wishala Kuda Picture House Video	Rejected	-	-	-	-	-
20/7/2021	ESA Praja Dayakathwaya	Completed	143	1,539	1,583	\$0.01	\$1
23/7/2021	ESA YouTube channel	Completed	636	6,084	6,673	\$0.005	\$3

23/7/2021	ESA Haduna ganne Keseda	Completed	128	1,484	1,565	\$0.01	\$1
23/7/2021	ESA Guwan Widuli Kathikawatha	Rejected	-	-	-	-	-
25/7/2021	ESA Guwan Widuli Deshanawa	Rejected	-	-	-	-	-
26/7/2021	ESA Picture house Video	Rejected	-	-	-	-	-
24/7/2021	ESA Esala Pohoya	Completed	1,391	3,362	3,551	\$0.001	\$1
27/7/2021	ESA Tamil	Completed	77	1,325	1,408	\$0.01	\$1
27/7/2021	ESA Tamil 01	Completed	308	3,758	4,007	\$0.01	\$2
27/7/2021	ESA Mangroves Day	Completed	643	2,997	3,069	\$0.002	\$1
29/7/2021	ESA Conservation Day	Active					\$1
1/8/2021	ESA Page Boost 02	Active	4	1,212	1,240	\$0.130	\$10
31/7/2021	ESA Tamil Content 02	Scheduled					\$1
1/8/2021	ESA Ranger Day	Scheduled					\$1
3/8/2021	ESA TPH English	Completed	4,925	14,144	15,116	\$0.001	\$3
3/8/2021	ESA TPH Sinhala	Completed	7,373	18,196	19,108	\$0.0004	\$3
3/8/2021	ESA National Climbing Mountain Day	Completed	695	1,859	1,901	\$0.001	\$1
31/8/2021	ESA Page Boost August 01	Completed	2,760	196,636	366,088	\$0.04	\$100
3/8/2021	ESA Niwedanayai	Completed	741	1,583	1,573	\$0.002	\$2
5/8/2021	ESA Magin Sanrakshanaya Karana Pradesha	Completed	255	3,170	3,392	\$0.01	\$2
5/8/2021	ESA National Minding Climbing Day 01	Completed	2,177	3,830	3,956	\$0.0005	\$1
6/8/2021	ESA Kalaoya Wadagathkama	Completed	177	1,872	2,035	\$0.01	\$1
9/8/2021	ESA Kalaoya Sathwa Wishsha	Completed	266	2,205	2,336	\$0.004	\$1
13/8/2021	ESA World Elephant Day	Completed	185	1,510	1,626	\$0.01	\$1
22/8/2021	ESA Honey Bee Day	Completed	182	1,632	1,719	\$0.01	\$1
9/8/2021	ESA TPH Video	Completed	14,423	27,796	30,059	\$0.0003	\$5
7/8/2021	ESA Tamil 31.7.2021	Completed	91	1,229	1,333	\$0.01	\$1
25/8/2021	ESA importance	Completed	155	1,574	1,709	\$0.01	\$1
18/8/2021	ESA maps	Completed	85	1,236	1,318	\$0.01	\$1
23/8/2021	ESA Kala Oya Shaka	Completed	130	1,181	1,242	\$0.01	\$1

30/8/2021	ESA Gagewadiya Shaka	Completed	174	1,626	1,737	\$0.01	\$1
27/8/2021	ESA Gangewadiya Kadolana	Completed	184	2,212	2,347	\$0.01	\$1
18/8/2021	ESA TPH V16	Completed	14,423	27,796	30,059	\$0.0003	\$5
1/8/2021	ESA Chithra 01	Stopped	32	1,431	1,523	\$0.002	\$2
8/9/2021	ESA Tamil 7.9.2021	Completed	108	1,633	1,763	\$ 0.01	\$1
12/9/2021	ESA Tamil 11.9.2021	Completed	85	1,394	1,517	\$ 0.01	\$1
6/9/2021	ESA Gangewadiya 2/9/2021	Completed	78	983	1,021	\$ 0.01	\$1
7/9/2021	ESA Song	Completed	5,416	13,972	16,780	\$ 0.001	\$5
6/9/2021	ESA Me Apa Jiwath Wana Video	Completed	8,865	19,544	20,626	\$ 0.001	\$5
6/9/2021	ESA Neel Jayawardana Video	Completed	8,794	19,384	21,200	\$ 0.001	\$5
6/9/2021	ESA Amazon Rain Forest Day	Completed	4,786	16,884	16,166	\$ 0.001	\$3
11/9/2021	ESA Concept of eco sensitive area video	Completed	2,614	9,951	14,677	\$ 0.002	\$5
11/9/2021	ESA Parisarika Sanwedi Kalapa Video	Completed	4,667	13,399	16,202	\$0.001	\$5
30/9/2021	ESA Page Boost Sep	Completed	3,567	317,699	677,309	\$0.02	\$79.51
26/9/2021	Sancharaka Wyapruthiya	Completed	818	1,948	2,023	\$0.001	\$0.85
26/9/2021	Habarawatta Thel	Completed	912	1,976	2,057	\$0.001	\$0.85
26/9/2021	Japan Jabara Video	Completed	1,170	2,332	2,441	\$0.0001	\$0.84
26/9/2021	We are Yet to discover	Completed	540	1,894	1,987	\$0.002	\$0.84
26/9/2021	Aba Pala Video	Completed	964	2,338	2,488	\$0.001	\$1.18
30/9/2021	ESA River Day	Scheduled					\$1
27/9/2021	ESA Prioritizing Environment Health Day	Scheduled					\$1
25/9/2021	ESA Sanwedi Pradeshayak	Completed	257	2,755	2,998	\$0.004	\$1
19/9/2021	ESA Nawa Jathika Prathipathhthiya	Completed	125	1,372	1,386	\$0.01	\$1
21/9/2021	ESA Chithra Kathawa 02	Completed	433	5,268	5,565	\$0.005	\$2
19/9/2021	ESA Chithra Kathawa 01	Completed	492	6,592	6,816	\$0.01	\$3
29/9/2021	ESA Manawa Kanda	Scheduled					\$1
22/9/2021	ESA Zero Emission Day	Completed	93	1,096	1,212	\$0.01	\$1
19/9/2021	ESA Parisarika Video	Completed	4,756	7,954	8,263	\$0.001	\$3
23/9/2021	ESA Chithra Kathawa 03	Completed	317	3,447	3,857	\$0.01	\$2

19/9/2021	ESA Water Monitoring Day	Completed	55	564	602	\$0.02	\$1
19/9/2021	ESA Ozone Day	Completed	657	3,119	3,239	\$0.002	\$1
19/9/2021	Radio Content Event	Completed	288	6,556	7,561	\$0.01	\$4
20/9/2021	The 2021 - 2030 Forestry Sector	Completed	3,112	16,604	22,210	\$0.01	\$5
17/9/2021	Ozone Day ESA	Completed	1,679	2,605	2,646	\$0.001	\$1
16/9/2021	ESA Post	Completed	2,050	5,376	6,276	\$0.002	\$2
15/9/2021	ESA Gangewadiya 309	Completed	127	1677	1733	\$0.01	\$1
15/9/2021	ESA The Concept	Completed	576	3396	3794	\$0.002	\$1
10/9/2021	The Kala Wewa Awukana	Completed	105	1270	1357	\$0.01	\$1
10/9/2021	ESA Parisarika Sanwedi Kalapa Video	Completed	4,667	13,966	18,792	\$0.02	\$5

Annexure 2

Recommendations on using Comms products with the training curriculum

<u>Training Module</u>	<u>Recommended product</u>
<p><u>Training Module 01</u></p> <p>A new Approach for Conservation of Biodiversity and Ecosystem Services Out-side Protected Areas (ESAs)</p>	<p>SM video 1 – Sinhala SM video 1 – English SM video 2 – Sinhala SM video 2 – English SM video 3 - Sinhala SM video 3 – English SM video 4 – Sinhala SM video 4 – English SM video 5 – ESA Focus Areas SM video 6 – ESA Benefits/Returns</p> <p>Lessons learned documentary</p> <p>SM video A – Agriculture Sinhala version English version</p> <p>SM video B – Tourism Sinhala – Version 1, Version 2 English - Version 1, Version 2</p>
<p><u>Training Module 02</u></p> <p>Environmental Sensitive Areas – Concepts and Processes</p>	<p>SM video 1 – Sinhala SM video 1 – English SM video 2 – Sinhala SM video 2 – English SM video 3 - Sinhala SM video 3 – English SM video 4 – Sinhala SM video 4 – English SM video 5 – ESA Focus Areas SM video 6 – ESA Benefits/Returns</p> <p>Lessons learned documentary</p> <p>SM video A – Agriculture Sinhala version English version</p> <p>SM video B – Tourism Sinhala – Version 1, Version 2 English - Version 1, Version 2</p>

<p><u>Training Module 03</u></p> <p>Steps for Identification of Environmentally Sensitive Areas (ESAs)</p>	
<p><u>Training Module 04</u></p> <p>Evaluation of Proposals for Environmentally Sensitive Areas</p>	
<p><u>Training Module 05</u></p> <p>Governance in Environmentally Sensitive Areas</p>	<p>SM video 3 - Sinhala SM video 3 – English Officials</p>
<p><u>Training Module 06</u></p> <p>Institutional Arrangements for Environmentally Sensitive Areas (ESAs)</p>	
<p><u>Training Module 07</u></p> <p>Participatory Process for Environmentally Sensitive Areas (ESAs)</p>	<p>SM video 3 - Sinhala SM video 3 – English Lessons learned documentary</p>
<p><u>Training Module 08</u></p> <p>Mobilization and Orientation for Stakeholder/ Community Engagement</p>	<p>SM video 3 - Sinhala SM video 3 – English SM video 4 – Sinhala SM video 4 – English SM video 5 – ESA Focus Areas SM video 6 – ESA Benefits/Returns Champion videos Lessons learned documentary</p>
<p><u>Training Module 09</u></p> <p>Planning and Design of Environmentally Sensitive Areas (ESAs)</p>	
<p><u>Training Module 10</u></p> <p>Integration into Subnational Planning and Budgeting Process</p>	
<p><u>Training Module 11</u></p> <p>Approaches for Implementation of ESA Management Plans/ Inventions</p>	<p>Champion videos Lessons learned documentary</p>

<p><u>Training Module 12</u></p> <p>Participatory Monitoring and Evaluation</p>	<p>Champion videos</p>
<p><u>Training Module 13</u></p> <p>Communication for Behavioral Change among ESA dwellers</p>	<p>Champion videos Lessons learned documentary</p>
<p><u>Training Module 14</u></p> <p>Conflict Mitigation</p>	
<p><u>Training Module 15</u></p> <p>Product Selectivity and Marketing</p>	
<p><u>Training Module 16</u></p> <p>Economic Options for Local Communities as a Sustainable Alternative</p>	<p>Champion videos</p> <p>SM video A – Agriculture Sinhala version English version</p> <p>SM video B – Tourism Sinhala – Version 1, Version 2 English - Version 1, Version 2</p> <p>Lessons learned documentary</p>