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**FINAL REPORT**  
**HIGH LEVEL ENGAGEMENT WITH PRIVATE**  
**SECTOR AND STATE ACTORS ON THE**  
**EMISSION REDUCTION PROGRAMME**

# 1 PART ONE – Project Design

## 1.1 Introduction

As a signatory to the United Nations Framework Convention on Climate Change, Ghana has committed itself to ongoing international efforts to reduce carbon emissions as part of measures to address the scourge of global warming. The Climate Change Unit (CCU) of the Forestry Commission is coordinating the implementation of Ghana's REDD+ process which is an international mechanism that seeks to spur and incentivize actions aimed at cutting emissions resulting from various human activities in the land use sector.

The overarching REDD+ approach is being jointly coordinated by the Forestry Commission and the Cocobod. The specific aim is to significantly reduce carbon emissions from activities driven by farming practices and other economic activity, whilst enhancing farmers' productivity in the cocoa and forests mosaic landscape within the High Forest Zone.

Ghana's REDD+ process was designed to engage stakeholders across all levels in the Ghanaian society including the Civil Society groups, Traditional Communities, the Media, Policy Makers, and Private Sector Operators to ensure the widest possible national buy-in. As part of the process of engagement, [Ishmael Yamson & Associates](#) was selected to work with the Climate Change Unit (CCU) of the Forestry Commission to develop and facilitate High-Level stakeholders' buy-in events and activities to recruit "Ambassadors" for Ghana's REDD+ initiatives.

High level support for the REDD+ initiatives is critical to drive the needed national buy-in and ownership in Ghana and is expected to bolster the drive to reduce carbon emissions in the country. The High Level engagements will solicit support from the Private Sector which will be important in the first few years of the implementation of the initiatives even before Ghana receives any performance based payments. The Private Sector will also be critical for driving sustainable investment which is imperative for the long-term viability of REDD+ over the next 20 years.

## 1.2 The Report

[Ishmael Yamson & Associates](#) worked with the Climate Change Unit of the Forestry Commission over a period of 4 months to design and execute the High Level Stakeholder engagement project. This report covers the work that was done during that period. Specifically, it seeks to give an overview of:

- i. the scope and design of the project led by [Ishmael Yamson & Associates](#)
- ii. the work plan that was agreed
- iii. highlights of how the work plan was executed
- iv. the outcomes from the project and
- v. some recommendations/key actions to embed the roles of the Ambassadors.

Already the following reports have been presented to the Climate Change Unit of the Forestry Commission:

- **Inception Report:**
  - indicating work schedule, methodology, planned consultations etc. This was submitted one (1) week after signing of contract;
- **Reports on Stakeholder workshops**
  - Reports on the general stakeholder workshop presented as at when meetings and workshops are held.
- **Draft Stakeholder Report**
  - Presented the report on the 10<sup>th</sup> of December 2015.

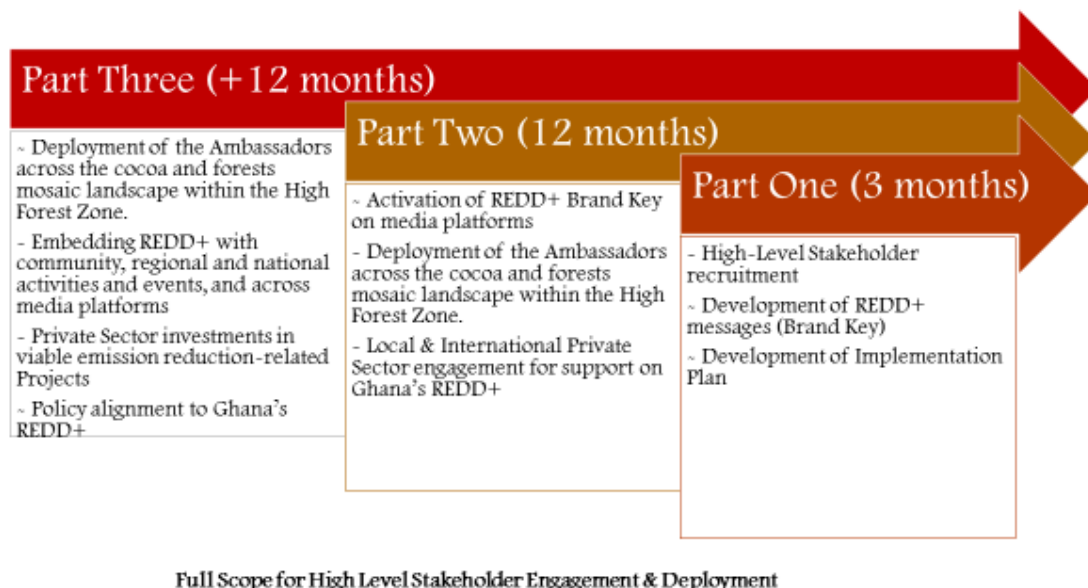
## 1.3 Objective of the Project

As per the Terms of Reference from the Forestry Commission the main objective of this Project is “to lead high-level consultations, engagements, and lobbying events with leading companies of the Chocolate & Confectionary Industry, other Agricultural and Forestry Industry Leaders, Chiefs, and other high-level Thought Leaders and ‘Ghanaian Champions’ to garner commitment and support for Ghana’s Emission Reductions Program.”

The expectations include getting these high level stakeholders to become active champions and ambassadors for Carbon Emissions Reduction in Ghana.

## 1.4 The Project Scope and Design

The Terms of Reference from the Climate Change Unit of the Forestry Commission on this Project covered a 3-month period. However, [Ishmael Yamson & Associates](#) envisaged that in order to achieve the maximum impact in terms of public awareness and influence, the execution of the outcomes of this project should go beyond the 3 months. The full proposed Project had three major parts in the medium term as shown below.



[Ishmael Yamson & Associates](#) designed a 3-Phase Project to cover Part One for a period of 3 months.

**Phase 1:** This Phase was to identify the high level stakeholders who can become champions for emissions reduction in Ghana. The listing of the key players (state and non-state, private sector and public sector) was to cut across the country.

**Phase 2:** This Phase was to initiate the development of the compelling “reason to believe” messages that will be shared with the high-level stakeholders for their buy-in and “recruitment”. These messages will be based on a list of key learnings on the branding of similar initiatives that can be adopted and adapted for the Ghana situation.

This Phase was also to cover the development of an Implementation Plan for the high level engagements with details of names, venues, type of meetings, activities, events, and expected outcomes including special consultation sessions for the chocolate and cocoa

## High-Level Stakeholder Engagement for Ghana's REDD<sup>+</sup>

private sector actors to stimulate their interest and buy-in for Ghana's emerging carbon emission reduction efforts.

The Implementation Plan was to be the guiding template for all the engagements and the framework for Monitoring and Evaluation of the success of the exercise.

**Phase 3:** This Phase was to be the implementation phase for the plans agreed in Phase 2 across the country and through multiple media.

### 1.5 Methodology

**Ishmael Yamson & Associates** planned to use the **BrandKey Model** to develop the messages for emission reduction in the country, the **Marketing Communication Platforms Tools** to target the high level stakeholders and the **Media Mapping Model** to detail the media landscape for appropriate communication.

The project was to be executed with a number of initial one-on-one and face to face meetings to shortlist the stakeholders that will be recruited. This will then be followed with a clustering of a mix of champions for effective cross-sharing sessions.

### 1.6 The Arrangements & Key Personnel

The Project was executed under the direct supervision of the Head of the Climate Change Unit of the Forestry Commission who was a single point of contact for **Ishmael Yamson & Associates** and had the authority to make the necessary decisions.

The Project was led by Two Senior Consultants from **Ishmael Yamson & Associates**. They both have deep Marketing and Brand Communication experience, and extensive experience in strategy and high level stakeholder engagement. The two Consultants were assisted by one Research Assistant. The outputs at various stages of the Project execution were quality assured by a Lead Consultant who had overall oversight of the entire assignment.

### 1.7 Commencement Date

This Project started in October 2015 with a workshop with relevant REDD<sup>+</sup> stakeholders, key Managers from the Climate Change Unit of the Forestry Commission to set the framework for the identifying, short-listing and engaging the High-Level Ambassadors.

### 1.8 Work Schedule

**Ishmael Yamson & Associates** proposed a 3-phase, work schedule with details of the activities under each phase and the proposed timings. This was intended to be a guide and was used for setting up events and meetings with the relevant people who fell within the scope of the Project.

## High-Level Stakeholder Engagement for Ghana's REDD<sup>+</sup>

PHASE	ACTIVITIES	COMMENTS	TIMINGS
Pre-Work	<ul style="list-style-type: none"> <li>Inception Report</li> </ul>	<ul style="list-style-type: none"> <li>Detailed Work Schedule, Methodology, Tools &amp; Models to be used for the assignment and Planned Consultations.</li> </ul>	2 weeks from date of signing contract
Phase 1	<ul style="list-style-type: none"> <li>Develop/Identify a list of high level state and non-state actors across multiple sections of Ghanaian society.</li> </ul>	<ul style="list-style-type: none"> <li>Project kick-start with general stakeholder workshop with CCU &amp; relevant REDD<sup>+</sup> stakeholders                             <ul style="list-style-type: none"> <li>a. Map out and develop list of potential High-Level stakeholders</li> <li>b. Short list of potential High-Level stakeholders</li> </ul> </li> <li>Validation and confirmation of High-Level list with CCU</li> </ul>	<ul style="list-style-type: none"> <li>8<sup>th</sup> – 10<sup>th</sup> October</li> <li>14<sup>th</sup> October</li> </ul>
	<ul style="list-style-type: none"> <li>Initial Engagements with the High-Level people</li> </ul>	<ul style="list-style-type: none"> <li>Detail the names, venues, type of meetings, activities, events and expected outcomes.</li> <li>Start one-on-one meetings with shortlisted stakeholders                             <ul style="list-style-type: none"> <li>a. Special consultation sessions for the chocolate and cocoa private sector actors</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>14<sup>th</sup> October</li> <li>19<sup>th</sup> October</li> </ul>
	<ul style="list-style-type: none"> <li>Desk research on similar high level engagements</li> </ul>	<ul style="list-style-type: none"> <li>Key learnings applicable to Ghana's situation</li> </ul>	
Phase 2	<ul style="list-style-type: none"> <li>Develop compelling and clear key messages</li> </ul>	<ul style="list-style-type: none"> <li>Map out and develop communication for High-Level buy-in messages</li> <li>Feedback on the most effective and efficient ways of communicating the ERP message</li> <li>Map out coverage areas for stakeholder engagement and develop the engagement plan</li> </ul>	<ul style="list-style-type: none"> <li>12<sup>th</sup> October – 13<sup>th</sup> November</li> </ul>
	<ul style="list-style-type: none"> <li>Development of strategies and implementation plan</li> </ul>	<ul style="list-style-type: none"> <li>Develop the compelling “reason to believe” messages</li> <li>Get Buy-in and recruit high-level stakeholders</li> </ul>	
	<ul style="list-style-type: none"> <li>Draft Report</li> </ul>	<ul style="list-style-type: none"> <li>BrandKey and Communication Platforms identified</li> <li>Proposed implementation (Communication Channel) plan</li> </ul>	<ul style="list-style-type: none"> <li>20<sup>th</sup> November</li> </ul>
Phase 3	<ul style="list-style-type: none"> <li>Implementation of agreed Plans</li> </ul>	<ul style="list-style-type: none"> <li>Execute across the country and through multiple media.</li> </ul>	<ul style="list-style-type: none"> <li>1<sup>st</sup> December – 14<sup>th</sup> December</li> </ul>
	<ul style="list-style-type: none"> <li>Final Report</li> </ul>	<ul style="list-style-type: none"> <li>Documentation of Processes, Activities and Outcomes</li> <li>References and Guidance for future similar exercises</li> </ul>	<ul style="list-style-type: none"> <li>21<sup>st</sup> December</li> </ul>

## 2 PART TWO – Project Execution

### 2.1 The Project Execution

#### 2.1.1 Phase 1: Identifying the High Level stakeholders who can become champions for emissions reduction in Ghana.

First, a core team would act as the Advisory Panel for High-level Engagement for the ERP to advice the CCU and IY&A on setting out the essential characteristics (BrandKey) of the **REDD+** programme in Ghana. This group with the rest of the Ambassadors would give voice ultimately to the BrandKey.

A group of individuals were put together as an “Ambassadors Board” which advised and guided the Project Team on the “recruiting” process for the Ambassadors and the development of the essential messages for **REDD+** Brand Key.

The list of the 12-member “Ambassador Board” is as follows:

Dr Ishmael Yamson		Co-Chair
Ehunabobrim Prah Agyensaim VI		Co-Chair
Barbara Serwaa Asamoah	Ministry of Environment	Ambassador
Yaw Kwakye	Forestry Commission	Convenor
Eric Amengor	Cocobod	Ambassador
Tei Quartey	Cocobod	Ambassador
Yaa Peprah Amekudzi	Mondelez International	Ambassador
Rebecca Ashley Asare	Nature Conservation Research Centre	Ambassador
Isaac Berkoh	Touton	Ambassador

The “Board” met in Aburi on 8 – 10 October 2015 to validate the recruiting process which was developed by **Ishmael Yamson & Associates** in consultations with the Climate Change Unit of the Forestry Commission and the Research Unit of the Cocobod. The “Board” also approved the listing map and the criteria for selecting the Ambassadors. The criteria included:

- Leaders and decision makers at the top echelons of the spheres of politics and industry;
- Individual Ghanaians who seek the interests of the country, are widely known, and who have developed a reputation as champions of the interest of Ghana;
- Individuals who have demonstrated a capacity to capture the attention and inspire Ghanaians for a worthy national cause;
- Individuals who can become active evangelists of carbon emissions reduction in Ghana, who “believe what they say and say what they believe”.

The high-level stakeholders were selected from a list of potential Ambassadors placed in the approved stakeholder listing map to represent as many sectors and segments of society as possible and is made up of a matrix of policy, industry, social, traditional, and civil society players. Each of the individuals on the list was contacted to confirm their willingness to be part of the emission reduction efforts in Ghana and act as Ambassadors for **REDD+**. The final list of the 33 Ambassadors is shown in the appendices.

A first workshop with the **REDD+** ambassadors was held in Accra on the 19<sup>th</sup> of November 2015. A total of 26 out of the 33 confirmed Ambassadors were at the workshop. The meeting highlighted the critical need to reduce carbon emissions and showcased the activities going on in Ghana to reduce emissions. The outcomes from the meeting included:

- Consensus on the need for nationally coordinated efforts reduce carbon emissions in Ghana and the individual commitment by each Ambassador to contribute to these efforts.
- Broad agreement on the most effective and efficient ways of communicating the need for driving down carbon emissions in the country and the actions needed to be taken.
- The expected roles of the Ambassadors and how they can be effectively used
- The next key steps



### 2.1.2 Phase 2: desk research

In between the development of the Ambassador list and the actual recruiting process, **Ishmael Yamson & Associates** started the desk research required to mine for key learnings from similar projects around the world and to develop the compelling “reason to believe” messages for REDD<sup>+</sup>. This mainly web-based research covered climate change work done or going on in South America, Africa, Austral-Asia and India.

The project team also spoke to internationally recognised climate change champions and practitioners to understand the responsibilities and obligations of stakeholders in the climate change value chain and the benefits that can accrue to them. The key learnings that can be adopted and adapted for the Ghana situation were drawn from the desk research on similar high level engagements across the world.

#### Developing Messages

The “reason to believe” messages were developed using the Brand Key Model to identify and articulate the characteristics of the REDD<sup>+</sup> brand and how these revolve around the core promise and essence of REDD<sup>+</sup>. The Brand Key was the common template that was shared with the high-level stakeholders to garner feedback about what REDD<sup>+</sup> sets out to achieve first, to the ordinary Ghanaian and second, to the international and other interest groups.

#### Implementation Plan

**Ishmael Yamson & Associates** developed an implementation plan for the high level engagements which served as a guiding template for all the engagements and the framework for Monitoring and Evaluation of the success of the Project. This included working with the Climate Change Unit of the Forestry Commission to organize the second REDD<sup>+</sup> national forum.

### 2.1.3 Phase 3: Implementation of the plans from Phase 2

This Phase implemented the plans agreed in Phase 2. The processes, activities, outcomes, and learnings from the implementation has been documented in the appendices for future references and guidance for similar exercises.

IY&A also assisted the Climate Change Unit of the Forestry Commission among other things to:

- (a) Brief the UN-REDD sponsored South-South Exchange Mission from Kenya at the Forestry Commission to understand the process that Ghana had employed to build high-level national support for its REDD<sup>+</sup> programme;
- (b) Brief the Technical Working Session for Planning of 2015 National REDD<sup>+</sup> Forum;
- (c) Plan the second National REDD<sup>+</sup> Forum.



### 3 PART THREE ~ Implementation Plan for Brand Key Activation

To round up the High Level engagement Project, **Ishmael Yamson & Associates** developed a communication strategy designed to sensitise communities and economic actors in the cocoa forest zone, REDD<sup>+</sup> Ambassadors, the general public in Ghana and internationally on the efforts to significantly reduce carbon emissions from the cocoa and forests mosaic landscape within the High Forest Zone of Ghana.

The Climate Change Unit of the Forestry Commission will engage **Ishmael Yamson & Associates** to assist the Unit through the process of identifying and facilitating Ambassador events and platforms to activate REDD<sup>+</sup> Brand Key across the country and across all levels of Ghana's society.

#### 3.1 The Activation Plans

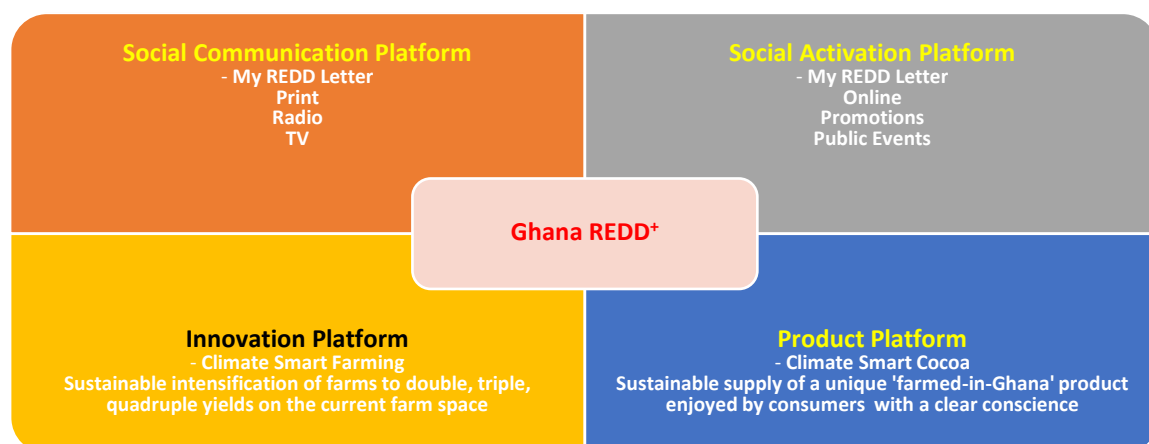
**Ishmael Yamson & Associates** proposes the development of Brand Platforms for communication and social activations involving the REDD<sup>+</sup> Ambassadors and the general public on above-the-line and below-the-line- channels respectively. This is to translate the essential characteristics of the Ghana REDD<sup>+</sup> initiatives into the daily lives and consciousness of the targeted audiences.

The Brand Platforms are organised into four (4) segments dealing with Product, Innovation, Communication, and Activation. Whilst each quadrant is discreet and allows a full range of implementation options, the executions can overlap for enhanced effect.

**Ishmael Yamson & Associates** anticipates that the Innovation and Product Platforms will develop the Climate Smart Farming and Climate Smart Cocoa aspects of the essential characteristics of Ghana's REDD<sup>+</sup> over the period of Ghana's carbon emission reduction agenda. These elements will require the technical expertise of the Forestry Commission and Cocobod as regards the development of standards for, and training of communities on relevant forest management and cocoa crop agronomic practices to deliver the promised/anticipated doubling, tripling, and quadrupling of cocoa yield over the life of the Ghana REDD<sup>+</sup> programme.

In the short term, the FC can immediately execute the Communication and Activation platforms for the immediate engagement of the target audiences for Ghana's REDD<sup>+</sup>. The common platform recommended is themed 'My REDD Letter' and will be led by a series of letters written by the REDD<sup>+</sup> Ambassadors that will be published on above-the-line communication media outlets.

At the peak of the communication campaign, the Forestry Commission, with assistance from **Ishmael Yamson & Associates**, could then launch social activations designed to broaden the participation of communities in the cocoa forest zone, and which will also get the general public to adopt and amplify the essential characteristics in the language of the average person. The map below shows the four platforms that will drive the activation of the Brand Key of REDD<sup>+</sup>.



### 3.2 Implementation Steps

Platform	Activities	Who
<b>Social Communication</b>	<ul style="list-style-type: none"> <li>• Launch <b>REDD+</b> Brand Key</li> <li>• Adapt &amp; Adopt REDD letter</li> <li>• Write REDD Letters</li> <li>• Identify appropriate Media houses and Publish Letters</li> </ul>	<ul style="list-style-type: none"> <li>• FC/IY&amp;A</li> <li>• IY&amp;A</li> <li>• Selected Ambassadors</li> <li>• FC</li> </ul>
<b>Social Activation</b>	<ul style="list-style-type: none"> <li>• Develop <b>REDD+</b> Social Platforms based on Brand Key &amp; REDD letters</li> <li>• Activate REDD letter discussions online</li> <li>• Develop and Implement Online events</li> </ul>	<ul style="list-style-type: none"> <li>• IY&amp;A/FC/Cocobod</li> <li>• IY&amp;A/FC/Cocobod</li> <li>• IY&amp;A/FC</li> </ul>
<b>Innovation</b>	<ul style="list-style-type: none"> <li>• Identify local stakeholders for communication on Brand Key &amp; Climate Smart Farming Practices</li> <li>• Identify and engage local stakeholders on events to showcase benefits of Climate Smart Farming Practices</li> </ul>	<ul style="list-style-type: none"> <li>• FC/MoFA</li> <li>• FC/MoFA</li> </ul>
<b>Product</b>	<ul style="list-style-type: none"> <li>• Develop Marketing Plan for Climate Smart Cocoa</li> <li>• Identify local stakeholders for communication on Brand Key &amp; Climate Smart Cocoa</li> <li>• Identify and engage local stakeholders on events to showcase benefits of Climate Smart Cocoa</li> <li>• Identify international stakeholders for communication on Brand Key &amp; Climate Smart Cocoa</li> <li>• Identify and engage international events to showcase Climate Smart Cocoa</li> </ul>	<ul style="list-style-type: none"> <li>• IY&amp;A/Cocobod</li> <li>• FC/Cocobod</li> <li>• FC/Cocobod</li> <li>• FC/Cocobod</li> <li>• FC/Cocobod</li> </ul>

**Ishmael Yamson & Associates** and the Climate Change Unit of the Forestry Commission will agree and contact a selection of the Ambassadors to execute REDD Letters for publication and for activities on each platform to maximise the effect of each communication and engagement.

## 4 Key Observations and Recommendations

### 1. Key Learnings/Observations and Recommendations

<p><b>The Climate Change awareness and Consciousness needs to be raised and actions translated into commercial benefits</b></p>	<p>Climate change consciousness is high as a concept but does not provoke citizen or community action in terms of their social and economic decisions.</p> <p>The climate change programmes have not achieved a broad reorientation of how businesses and individuals whose commercial activities impact the climate negatively, judge self-interest vis-à-vis the social benefit of protecting the climate communicated a reason to change that remains an abstract.</p> <p>The <b>REDD+</b> programme for the Cocoa-Forest Ecological Zone has the potential to radically transform, strengthen and expand the cocoa and forest economies is understood and utilised as a commercial tool for motivating the positive trends in climate change</p> <p>Implement a long term communication strategy to inspire local communities and firms to act to protect the climate</p>
<p><b>The <b>REDD+</b> programme needs a focal message and a focal person coordinating all related activities across all MMDAs</b></p>	<p>A coordinated approach has been adequately taken care of in the R-PP and cross-sector coordination has seen significant improvement in the past 4 years.</p> <p>The focal person, proposed to be the Head of the Climate Change Unit of the Forestry Commission, must have or be able to seek authority to make decisions and execute them.</p> <p>The Essential Characteristics defined in the <b>BrandKey</b> should now become the anchor and reference point from which all and any <b>REDD+</b> communication and activity is derived, designed and executed.</p> <p>Adopt the BrandKey as the official overarching message to avoid confusing the public, stakeholders, and interest groups about what Ghana wants to say and mean when we discuss <b>REDD+</b>.</p>
<p><b>Other MMDAs ought to collaborate with the FC and Cocobod in this endeavour and be more actively engaged in this process</b></p>	<p>The <b>REDD+</b> team should organise engagements with the political, public service and technocratic leaders across the key MMDAs including,</p> <ul style="list-style-type: none"> <li>(i) Agriculture</li> <li>(ii) Environment</li> <li>(iii) Land and Mineral Resources</li> <li>(iv) Local Government</li> <li>(v) District Assemblies</li> <li>(vi) Members of Parliament</li> <li>(vii) <b>REDD+</b> Related Parliamentary Select Committees</li> </ul>

## High-Level Stakeholder Engagement for Ghana's REDD+

<p>The public engagements so far have been owned by and have addressed the considerations of the technocrats involved in REDD+.</p>	<p>Beyond the engagement of official stakeholders, the CCU must design events for specific segments of the general public following the broad segments of society from which the list of REDD+ Ambassadors is drawn, as well as any other segments that the REDD+ Ambassadors are best suited to speak to.</p> <p>This activity should require that the CCU engage each REDD+ Ambassador directly and specifically to confirm the segments of society they will speak to and the timing of the activity.</p>
<p><b>Invest in deeper understanding of Socio-Economic dynamics around carbon emission reduction</b></p>	<p>Invest in deeper understanding of the socio-economic rationalizations and discourses that influence businesses and individuals whose commercial activities impact the cocoa-forest climate negatively in Ghana</p>

### 2. Next Actions

The broad and immediate action required is to implement the REDD Letter communication strategy. This will generate the momentum for increasing awareness and influencing decisions and actions from the key stakeholders. This broad action will include:

1. Set up audience with the President, H E John Dramani Mahama to share the elements of the BrandKey and their implications on Ghana's executive and policy support for REDD+
2. Engage IY&A to assist the Climate Change Unit of the Forestry Commission to activate the REDD+ BrandKey across relevant media platform
3. Engage IY&A to assist the Climate Change Unit of the Forestry Commission to execute the medium term scope of the Project

## APPENDICES

**APPENDIX A – THE PROJECT TOOLS**

**BrandKey**

- a. Stakeholder profiling  
Socio-economic, psychographic and demographic
- b. Market Definition  
Commercial scope of opportunities for cocoa-related activities in the high forest zone
- c. Insight  
In-depth understanding of the relevance and impact of climate change on cocoa-related activities as well as natural resource endowments
- d. Benefits  
Stakeholders' perception of the value of harmonious co-existence of cocoa-related activities with the Emissions Reduction Programme
- e. Values  
Defining the set of national values necessary to ensure that both the interests of the cocoa industry and the Emissions Reduction Programme

**Communications Platform Tools**

- f. Reason-to-Believe  
Encapsulate the Values and Benefits into the Emissions Reduction Programme objectives
- g. Differentiation  
Establish the tone, approach/platform that will make the Emissions Reduction Programme message(s) distinct among all other communication on climate control/change and managing the natural endowments of Ghana
- h. Essence  
The root-of-the-matter statement that defines the campaign and which must be on the lips of all stakeholders in the high forest zones

**Media Mapping Tools**

- i. Communication Channel Recommendations for:
  - Above-the-line activities
  - Below-the-line activities; and
  - Community activations

APPENDIX B – REDD+ BRANDKEY

**THE ESSENTIAL CHARACTERISTICS OF GHANA'S REDD<sup>+</sup>**

Insight foundation	Market definition	(a) competes to influence commercial players involved in economic activities related to cocoa and forestry by promoting a "REDD"-for-profit" as a counter to the "business-as-usual-is-no-cause-for-concern" attitude of businesses, policy influencers and individuals who believe/pretend that carbon emissions, that are harmful to the climate, are a natural by-product of a vibrant economy. (b) competes locally and internationally to attract carbon-related finance	
	Stakeholder Positioning	Targets economic actors who want their livelihoods in the cocoa-forest ecological zone to remain secure, profitable and sustainable	Consumers of cocoa-based products
Job of brand	Core insight	I shouldn't have to choose between my survival and reducing carbon emissions	I shouldn't have to choose between the things that enhance my enjoyment of life and reducing carbon emissions
	Brand truths	ERP choices will do you good now and tomorrow	
Human side	Benefits	Climate Smart Farming: Sustainable intensification of farms to double, triple, quadruple yields on the current farm space	Climate Smart Cocoa: Sustainable supply of the products I enjoy with a clear conscience
	Values	Taking responsibility - Acts with conviction and unfettered commitment - Undeterred by daunting tasks - Collaborative	
	Personality	Leader - Doer - Visionary - Forward-looking - Innovative	
Rallying calls	Promise	Farmer – Insured income if all else fails	Consumer – Enjoyment for life, for generations
	Essence	<b><i>Nurturing a better world, now and tomorrow</i></b>	

Ishmael Yamson &

Associates





# High-Level Stakeholder Engagement for Ghana's REDD+

## APPENDIX C – REDD+ AMBASSADOR LIST

Segment	Representative Sub-group	Selected Individual
• Farm Sector & Exporters	• Commercial Farmer	1. Samuel Torbi
	• Fertilizer companies	2. K.K. Donkor
	• Raw Beans	3. Charles Tellier
• Domestic Supply Chain	• Licensed Buying Companies	4. Armajaro
	• GH Cocoa-Coffee-Sheanut Farmers Asso.	5. Nana Damoah (BAR)
	• Hauliers - Global Haulage	6. E A Kwakye
• Civil Society	• Focus on SMEs	7. Opanyin Agyekum
	• Working in Communities	8. Nana Awere Damoah
	• Clergy	9. Rt Rev Bannerman
	• ERP Potential – Solidaridad	10. Isaac Gyamfi
• Traditional Authorities	• Central Region	11. Ehunabobrim Prah Agyensiam VI
	• Brong Ahafo	12. Nana Frimpong Anokye Ababio II
	• Ashanti Region	13. Offinsohemaa, Nana Serwaa
	• Western Region	14. Nana Kobina Nketsia
• Private Sector Entities	• Media - Joy FM	15. Nana Ansah Kwaw IV
	• Media - Peace FM	16. Nana Agyei Sikapa
	• Ghana champions	17. HE John Agyekum Kuffour
	• Ghana champions	18. Mary Chinery-Hesse
	• Ghana champions	19. Ishmael Yamson
	• Mondelez International Cocoa Life	20. Yaa Amekudzie
	• World Cocoa Foundation	21. Sona Ebai
• Creative industry	• Dramatist	22. Ebo Whyte
	• Musician	23. Okyeame Kwame
	• Actress	24. Yvonne Nelson
• Financial Institutions	• Dalex	25. Kenneth Thompson
	• Business in the HFEZ	26. Opportunity International
• Others	• President	27. HE JD Mahama
	• Ministers	28. Barbara Serwaah Asamoah
	• Academia	29. Prof. JGK Owusu
	• Academia	30. Prof. Akosua Ampofo
	• Academia	31. Prof. Esi Awuah
	• Diplomatic corps (EU)	32. William Hanna

**APPENDIX D – REPORTS ON MEETINGS AND WORKSHOPS**

**MINUTES**

**MEETING AT FORESTRY COMMISSION'S CLIMATE CHANGE UNIT BETWEEN ISHMAEL YAMSON & ASSOCIATES AND THE NATIONAL REDD+ SECRETARIAT (NRS)  
16<sup>TH</sup> OCTOBER, 2015.**

**ATTENDANCE:**

<b>Present</b>	<b>Organization</b>
Michael Harry Yamson	Ishmael Yamson & Associates
Raymond Ackah	Ishmael Yamson & Associates
Kwame Agyei	Forestry Commission
Hilma Manan	Forestry Commission

<b>ITEM/ISSUE</b>	<b>DISCUSSION</b>	<b>ACTION TO BE TAKEN BY</b>
<b>1.0 Opening</b>	<p>1.0 A short meeting was held at the Climate Change Unit of the Forestry Commission on 16<sup>th</sup> October, 2015 as a follow up from the meeting in Aburi.</p> <p>Highlights of the meeting are as follows:</p> <ul style="list-style-type: none"> <li>• Need a representative from parliament (Speaker of Parliament) to act as the “High level Ambassador”.</li> <li>• Two high level stakeholder workshops to be planned; first one will have 28 participants. Second workshop will have representatives from COCOBOD, Ministries, etc.</li> <li>• Date for the first workshop is 12<sup>th</sup> November, 2015 and the second is 13<sup>th</sup> November, 2015. Both events will be held at the Royal Senchi Hotel.</li> <li>• The last high engagement will be held on Saturday 14<sup>th</sup> November, 2015 at the Flagstaff House in Accra with His Excellency the President, Ex. President Kufuor, Kwame Mpianim, etc. A one-hour working lunch or dinner is being proposed.</li> <li>• Agreed date for the “REDD Eye” Campaign is 18<sup>th</sup> November, 2015 and the National Forum is scheduled for Thursday 19<sup>th</sup> November, 2015 at the Conference Centre’s side room. Conference Centre will be booked for that date.</li> <li>• About 200 people are expected to participate in the National REDD+ Forum. Letters are being prepared to that effect.</li> <li>• There is the need to agree on the Theme for the National REDD+ Forum and this can be discussed during the upcoming meeting in Aburi on Monday 19<sup>th</sup> October, 2015.</li> </ul>	<p>FC Media Relations Mgr</p> <p>REDD+ Secretariat</p> <p>Core High Level Team</p>

## High-Level Stakeholder Engagement for Ghana's REDD+

	<ul style="list-style-type: none"> <li>• During the morning of the National Forum, there will be a “Mini Fair” to give opportunity to NGOs and CSOs to advertise and showcase activities they are engaging in to curb climate change</li> <li>• Media events are planned from 9<sup>th</sup> to 18<sup>th</sup> November, 2015.</li> <li>• It was proposed that Estel gives access to google Ghana in order to advertise GhREDD+.</li> <li>• The need to use blogs and facebook to publicize REDD+. Searching for 5 bloggers to assist in this regard.</li> <li>• Proposed Resource Persons: Dr. Rebecca Asare, Dr. Ishmael Yamson, Nana Prah and Mrs. Yaa Amekudzi.</li> <li>• From the creative industry, Sarkodie/Okyeame Kwame were chosen.</li> </ul>	FC Media Mgr  REDD+ Secretariat  REDD+ Secretariat
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**MINUTES**  
**EMISSIONS REDUCTION PROGRAMME (ERP) AMBASSADORS MEETING**  
**KEMPINSKI HOTEL, ACCRA (19<sup>TH</sup> NOVEMBER, 2015)**

## ATTENDANCE

## NAME \_\_\_\_\_

Dr. Ishmael Yamson  
Mr. Raymond Ackah  
Mr. Michael Harry Yamson  
Nana Frimpong Anokye Ababio II  
Prof. J.G.K. Owusu  
Mr. Ebenezer Tei-Quartey  
Mr. Namho Oh  
Prof. Mrs. Esi Awuah  
Mr. Joseph Osiakwan  
Nana Ansah Kwao IV  
Nana Kobina Nketiah

## ORGANIZATION

Ishmael Yamson & Associates  
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National House of Chiefs  
Forestry Consultant  
COCOBOD  
UNDP  
University of Energy & Natural Resources  
Min. of Lands & Natural Resources  
Multimedia Ghana  
Chief of Essikado  
  
Roverman Productions  
Dalex Finance  
Mondelez Int'l/Cocoa Life  
Peace FM  
GCCSFA  
WCF  
National Youth Best Farmer  
Nature Conservation and Research Centre (NCRC)  
Forestry Commission  
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## High-Level Stakeholder Engagement for Ghana's REDD<sup>+</sup>

ITEM/ISSUE	DISCUSSION	ACTION TO BE TAKEN BY
1.0 OPENING	<p>1.01 The meeting commenced at 10:00am with a welcome statement by the Chairman, Dr. Ishmael Yamson. He mentioned the rationale for the engagement of the 'high level' ambassadors for Ghana's ERP.</p> <p>1.02 A quick self-introduction was made by all the participants present at the meeting.</p> <p>1.03 This was then followed by two detailed presentations. The first presentation was made by Dr. Rebecca Asare on the relationship between forests and climate change. Mr. Yaw Kwakye, Head of the Climate Change unit of the Forestry Commission gave a presentation on the rationale and key pillars of Ghana's ER programme.</p>	
2.0 DISCUSSIONS	<p>2.01 It was explained that Ghana is a signatory to the UNFCCC and is committed to addressing global efforts of climate change and therefore is keen on taking actions at addressing drivers of deforestation and forest degradation.</p> <p>2.02 Therefore, there is the need to take better care of our forest by using it sustainably, and in the end have a better climate and also enhanced biodiversity.</p> <p>2.03 It was explained that the Dedicated Grant mechanism (DGM) is a financial mechanism under FIP and the Strategic Climate Fund. About \$5m is expected to be disbursed to the Traditional Authorities and local communities in order for full and effective participation of local communities in forest management. The World Bank has ensured that Government does not influence the process and has no hand in management of the funds. For this reason, a consultant has been engaged by the World Bank to guide the process</p> <p>2.04 The cocoa sector is really threatened by the use of mercury and cyanide for mining activities. Politicians due to their short terms in office do not show any commitment in helping to address illegal mining activities and its adverse impacts to the environment.</p> <p>2.05 Climate-smart agriculture is about conducting agricultural activities in a manner that is sustainable and can provide higher yields. It was mentioned that Cote d'Ivoire is able to produce up to 1000kg/ha of cocoa while Ghana only produces an average of only 400kg/ha.</p>	<p>CCU</p> <p>CCU/FC</p> <p>MLNR/COCOBOD</p> <p>COCOBOD</p> <p>COCOBOD</p>

## High-Level Stakeholder Engagement for Ghana's REDD+

ITEM/ISSUE	DISCUSSION	ACTION TO BE TAKEN BY
	2.06 Farmers are advised to apply fertilizer and pesticides in the right quantities. Shade is also important for cocoa production and farmers are being advised to promote shade cocoa and avoid the myth of 'sun-loving cocoa'.	
<b>3.0 IY&amp;A PRESENTATION</b>	<p>3.01 The next PowerPoint presentation was by Ishmael Yamson and Associates on Information dissemination and message delivery. Key highlights of the presentation include:</p> <ul style="list-style-type: none"> <li>• Need to take education to schools and involve the Ministry of Education.</li> <li>• Include TV as part of the channels for information dissemination</li> <li>• Inclusion of REDD+ short courses in the tertiary institutions for them to act as "REDD+ Ambassadors"</li> <li>• Include REDD+ in extension messages by COCOBOD to farmers by liaising with Cocoa Research Institute of Ghana (CRIG) and Cocoa Health and Extension Division (CHED).</li> </ul> <p>Explore and use information system (Community information services department) at local and district levels.</p>	<p>MoEdu</p> <p>MOEdu</p> <p>MOFA/COCOBOD</p> <p>INFO SERVICES DEPT</p>
<b>4.0 ROLES AND RESPONSIBILITIES OF AMBASSADORS</b>	<p>4.01 The use of demonstration farms in communities is key and this has been used by some License Buying Companies (LBCs) for testing sustainability (ie: TOUTON/PBC).</p> <p>4.02 Ensure parameters are defined and go into manual to ensure same messages and same practices are done by all farmers.</p> <p>4.03 REDD+ Ambassadors can submit proposals to the NRS on sensitizing communities on REDD+ and climate change issues.</p> <p>4.04 Continuous capacity building of REDD+ Ambassadors is key for full participation and commitment of all Ambassadors to achieving the goal of REDD+.</p> <p>4.05 Targeted training and action plan for REDD+ Ambassadors to be developed for effective and accurate communication.</p> <p>4.06 Nana Agyei Sikapa volunteered to help in developing sayings and proverbs to be used at the community level to help convey key REDD+ messages.</p>	<p>Joint Coordinating C'ttee (JCC)</p> <p>REDD+ Ambassadors</p> <p>REDD+ Secretariat</p> <p>REDD+ Secretariat</p>
<b>5.0 NEXT STEPS</b>	5.01 Participants were informed about the launch of the National REDD+ Forum scheduled to take place at the Accra International Conference Centre on Wednesday 25 <sup>th</sup>	CCU/COCOBOD

## High-Level Stakeholder Engagement for Ghana's REDD+

ITEM/ISSUE	DISCUSSION	ACTION TO BE TAKEN BY
	<p>November, 2015. They were entreated to participate in the launch in order to make it a success.</p> <p>5.02 They were again informed about the upcoming Conference of the Parties (COP) 21 to be held in Paris from 27<sup>th</sup> November to 11<sup>th</sup> December, 2015.</p> <p>5.03 It was revealed that the global treaty on climate change will be signed by 192 Heads of States in Paris to fight climate change. Ghana's delegation will be led by His Excellency President John Dramani Mahama.</p>	CCU/COCOBOD
	<p>5.04 Ghana will hold a side event on the 19<sup>th</sup> December, 2015 to be led by the President to outline Ghana's activities in addressing drivers of deforestation and forest degradation and low carbon emissions. Ghana's Intended Nationally Determined Contributions (INDC) will also be launched.</p> <p>5.05 Private sector participation is envisaged to be key in this event especially as their interest and investment in REDD+ can help push the fight against climate change forward.</p>	CCU/COCOBOD
<b>6.0 CLOSING</b>	<p>6.01 The meeting was brought to an end at 1:00pm.</p> <p>6.02 The Chairman, Dr. Ishmael Yamson thanked all the participants for their time and active participation and wished them well.</p>	

# High-Level Stakeholder Engagement for Ghana's REDD+

## HIGH LEVEL ENGAGEMENT THURSDAY, 25<sup>TH</sup> NOVEMBER, 2015 VENUE: KEMPINSKI HOTEL DRAFT AGENDA

9:00 ~ 9:15am	Registration
9:15 ~ 9:30am	Welcome Statement by Chairman
9:30 – 9.45am	Purpose of meeting by Ishmael Yamson and Associates: Rationale for the engagement of ‘high level’ ambassadors for Ghana’s ERP
9.45 – 10.00am	Ghana’s commitments to low carbon emissions/ sustainable development by Dr. Rebecca Asare
10:00 ~ 10:15am	The rationale and key pillars of Ghana’s ER programme by Head, National REDD+ Secretariat
10:15 – 10:30am	Q&A/ Discussions
10:30 ~ 10:45am	Coffee break
10:45 ~ 11:15pm	Statements from partner Agencies: UNDP/ COCOBOD/ Ghana Cocoa Platform
11:15 – 12:00pm	Strategy for the engagement of relevant stakeholders - to be facilitated by Ishmael Yamson and Associates
12:00 ~ 1:30pm	Feedback/ General discussions: 1. Identification of key stakeholder groups 2. Approach for information dissemination and message delivery 3. Roles/ Responsibilities of ERP ambassadors 4. Institutional coordination for effective implementation of Ghana’s ERP - To be moderated by Ishmael Yamson and Associates
1:30 – 1:40pm	Closing Remarks by chairman and next steps
1:40pm ~	Lunch and closure



# APPENDIX E – MISCELLANEOUS MATERIALS

## GHANA'S EMISSIONS REDUCTION PROGRAMME (COCOA-FOREST REDD+ PROGRAMME) AT A GLANCE

<b>Background and overarching rationale for Ghana's Emissions Reduction Programme (ERP)</b>	Deforestation and forest degradation in Ghana's High Forest Zone (HFZ) pose significant negative consequences to the environment, livelihoods and the economy. The continual trend of loss of forest cover in the HFZ have largely been driven by expansive agricultural practices predominantly through unsustainable cocoa production practices coupled with the progressive growth of other extractive industries such as mining. The Government of Ghana is committed to addressing these challenges which is evidenced by Ghana's support for all the key international environmental treaties and agreements as well as the initiation of national policies, strategies, programmes and projects to address the drivers and threats posed by unsustainable environmental practices. The cocoa-forest REDD+ programme is one of the approaches being spearheaded by Ghana to actualise a vision of ensuring that REDD+ serves as a medium for securing a climate resilient and sustainable forestry/ agriculture sectors.
<b>Overview of the ERP</b>	In April, 2014, Ghana was selected into the pipeline of the Forest Carbon Partnership Facility's (FCPF) Carbon Fund for possible receipt of performance-based REDD+ payments following approval of its Emissions Reduction Programme Idea Note (ER-PIN). This approval paved the way for the development of Ghana's Emissions Reduction Programme. In line with Ghana's National REDD+ Strategy, the ER programme (ERP) targets the, "Cocoa Forest Mosaic Landscape" of the High Forest Zone with a vision to reduce greenhouse gas emissions driven by unsustainable agricultural practices and other drivers of deforestation and forest degradation. The ERP seeks to foster a multi-stakeholder collaborative effort across the programme area that will enhance the uptake of agroforestry systems particularly the adoption of the recommended shade tree regimes in cocoa farms. In addition, the programme will align strongly with other national efforts aimed at enhancing farm yields and also contribute to effective land use planning to prevent the expansion of other land uses (agriculture, settlements etc.) into forested areas. Ghana's ER Program will be implemented at a sub-national scale covering an area of 5.9 million hectares. The programme area follows the ecological boundaries of the high forest zone and overlaps five (5) of Ghana's administrative regions, namely, the Eastern, Central, Ashanti, Western and Brong-Ahafo Regions.
<b>The key pillars of the ERP</b>	The six strategic pillars which underpin Ghana's ERP are outlined below: <ol style="list-style-type: none"> <li><b>Institutional Collaboration</b> – Ensuring strong public/ private sector commitment to support implementation.</li> <li><b>Policy Reforms</b> – Tackling policy issues to provide a robust enabling environment for Ghana's ERP, for example, implementation of tree tenure and benefit sharing reforms.</li> <li><b>Increased yields through Climate Smart Practices</b> – By linking access to resources such as credit and inputs with the adoption of climate smart practices.</li> <li><b>Risk Management</b> – Reduction of farmer's economic and climate risks.</li> <li><b>Landscape planning</b> – Ensuring effective and operational land use plans.</li> <li><b>MRV/ Data Management</b> – Adoption of appropriate approaches to monitor and measure verifiable progress.</li> </ol>
<b>Rationale for the choice of cocoa</b>	The ERP is primarily focused on cocoa since its production through unsustainable practices represents one of the major drivers of deforestation in Ghana. In addition, the cocoa sector is traditionally acclaimed as the backbone of Ghana's economy and consequently ensuring a sustainable production levels in is critical for a robust Ghanaian economy. As an important local and international commodity, the livelihoods of several Ghanaians are dependent on a well-functioning and sustainable cocoa industry that will be guaranteed under an effective implementation of Ghana's ERP. Cocoa also has manifold socio-cultural significance for Ghana and there is a well-established institutional framework for the management of activities in the cocoa sector. Finally, cocoa has enormous international significance as a result of its utilisation in the production of chocolate, creams, medicinal drugs etc.
<b>Emerging organisational framework for the ERP</b>	The Forestry Commission and Ghana Cocoa Board are the main government institutions that will be responsible for managing and implementing Ghana's "Cocoa Forest REDD Program", in concert with the Ministry of Lands & Natural Resources and private sector stakeholders, who will provide critical upfront investment. A Joint Co-ordinating Committee (JCC) has been put in place to provide technical supervision and direction for the ERP implementation. The JCC works in close collaboration with key stakeholders from the government, traditional authorities, private sector, local communities, CSOs and other identifiable stakeholder groups. A modified Community Resource Management Area (CREMA) concept is being explored as the means for supervision of on-the-ground ERP activities. Financing for the ERP will be explored from a variety of sources: the FCPF Carbon Fund payment for emissions reduction and leveraging of funds from the government, private sector and other sources.

## High-Level Stakeholder Engagement for Ghana's REDD+

<b>Expected Emissions Reduction</b>	Without the ERP, the anticipated emissions from the High Forest Zone over the twenty year period of the programme (2017 – 2036) will be 598.2 MTCO <sub>2</sub> e. The ER Programme's total anticipated emission reduction up to 2036 with 45% effectiveness is 255 MTCO <sub>2</sub> e.
<b>Key milestones</b>	Ghana will complete its ERP design by May, 2016 and submit to the FCPF Carbon Fund. Programme. Implementation is expected to commence in early 2017 after the anticipated approval of the programme by the Carbon Fund in November, 2016.
<b>Contacts for further information</b>	Climate Change Unit (National REDD+ Secretariat), Forestry Commission: Contact person: Head of the Secretariat, Yaw Kwakye ( <a href="mailto:beemayaw@gmail.com">beemayaw@gmail.com</a> ); +233-302401210