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Faculty of Forestry and Wood Technology

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The assesement of the impacts of European institutions
activities in the Forestry and Nature conservation in the
Republic of Ghana

Diploma Thesis

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DIPLOMA THESIS TOPIC

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Guides to writing a thesis:

1. The aim of this thesis is to assess the European institutions activities and evaluate them from the perspective of public relations (target groups, means of communication, etc.). For evaluating use a classic SWOT analysis and compare the main problems.
2. As a first step describe to natural conditions of forests ecosystems and characterization of the historical development of forest land in Ghana. To give a description of Ghana's institutions operating in forestry and nature conservation (main activities, outputs, outcomes).
3. As a second step give a description of Ghana's institutions operating in forestry and nature conservation (main activities, outputs, outcomes), and give a description of European institutions operating in forestry and nature conservation in Ghana (main activities, outputs, outcomes and means of communication).
4. As a third step describe of European institutions operating in forestry and nature conservation in Ghana (main activities, outputs, outcomes and means of communication).
5. Make suggestions to improve the involvement of European institutions operating in forestry and nature conservation in Ghana. The results document graphically and in tabular and appropriate comments them.

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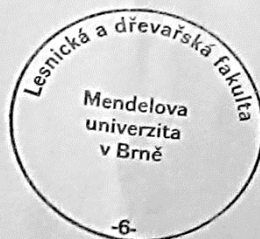
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ABSTRACT

EU Forest and Conservation NGOs activities in Ghana from the perspective of public relations has been investigated.

The methodology involved mixed research methods (qualitative and quantitative). Under the qualitative research approach, primary data were collected through unstructured questionnaires from the wood base and non-wood base small-scale forest enterprises, interviews were solicited from key informants including private logging companies and finally, forest fringe communities were visited and interviewed. Under the quantitative research approach, secondary data were collected through content analysis of EU institutions organisational press release, and an in-depth interview was conducted among all investigated institutions, content analysis of media houses was also collected to understand the sources of their news articles. Finally, official bulletins, published thesis, books, research articles, and journals were also consulted and used as a secondary data source for this research study.

The result emanated from the administered questionnaires, in-depth interviews and focused group discussions reveals that public relations strategies and tactics can be used as a tool to enhance conservation education, manage forest crisis, empower local involvement, support livelihood programs and finally help reveal inefficiencies and bureaucracies in the state forestry sector, thereby contributing to sustainable forest management.

Key Words: Nature Conservation, Public Relations, Ghana, Forestry, tropical rainforest, EU

ABSTRAKT

V této práci byla z hlediska PR zkoumána činnost neziskových organizací Evropské unie v Ghaně, zaměřených na lesnictví a ochranu přírody.

Na výzkumu se podílely různé metody, jak kvalitativní a kvantitativní. V rámci kvalitativního přístupu výzkumu, byly primární údaje shromážděny prostřednictvím nestrukturovaných dotazníků na dřevařské i nedřevařské lesnické společnosti. Rozhovory byly získány z klíčových informátorů, jako například soukromé těžební společnosti a také byly dotazovány okrajové lesní společnosti. V rámci kvantitativního přístupu výzkumu byla sekundární data shromážděna pomocí obsáhlé analýzy organizačních tiskových zpráv institucí z EU, dále pak rozhovorů ve všech institucích a také analýza různých médiálních zdrojů a zpravodajství. Nakonec byl výzkum doplněn o informace z knih, vědeckých časopisů a článků nebo úředních dokumentů.

Z dotazníků, rozhovorů a zaměřených skupinových diskusí vyplývá, že taktika a strategie PR může být použita jako nástroj k posílení vzdělávání, k řešení krizí v lesích, k posílení místního zapojení do prostředí, k podpoření programů na obživu ekosystému a nakonec i k odhalení neefektivity a byrokracie ve státním sektoru lesního hospodářství, a tím přispět ke zlepšení trvale udržitelného hospodaření v lesích.

Klíčová slova: ochrana přírody, práce s veřejností, Ghana, lesnictví, tropical rainforest, EU

DEDICATION

I wish to dedicate this work to my mum, Mary Koomson and my brother: Ebenezer Essoun Cudjoe (a.k.a Accra) for their unflinching moral and financial support.

To my siblings: Sister Ama, Yaba, Sylvester, Adwoa, Richard, Baaba Cudjoe, Martha and Kofi Amissah, I am grateful for your continuous prayer and support. I cannot tell you how fortunate I am to have you all in my life and to be part of the great Cudjoe family.

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LIST OF ACRONYMS

CFMP	Community Forest Management Project
EU	European Union
EC	European Commission
FSD	Forest Service Division
FC	Forestry Commission of Ghana
FPP	Forest Preservation Program
FOE	Friends of the Earth
FAO	Food and Agriculture Organisation of the United Nations
FDGs	Focused Group Discussions
FRA	Forest Resource Assessment
FLEGT	Forest Law Enforcement Governance and Trade
FIP	Forest Investment Programme
GOG	Government of Ghana
GDP	Gross Domestic Product
ITTO	International Tropical Timber Organisation
IUCN	International Union for Conservation of Nature
IIED	International Institute for Environment and Development
JMRM	Joint Monitoring and Review Mechanism
MM	Mixed Methods
MLNR	Ministry of Lands and Natural Resources
NREG	Natural Resources and Environmental Governance Programme
NFPDP	National Forest Plantation Development Programme

NFPF	National Forest Programme Facility
REDD	Reduce Emmission for Deforestation and Degradation
SNV	Netherlands Development Organisation
TBI	Tropenbos International Ghana
TIDD	Timber Industry Development Division
UNEP	United Nations Environmental Programme
VPA	Voluntary Partnership Agreement
WCED	World Commission on Environment and Development
WCMC	World Conservation Monitoring Centre
WRI	World Resources Institute
WRM	World Rainforest Movement
WWF	World Wide Fund for Nature
WD	Wildlife Division of Ghana

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1 INTRODUCTION

1.1 Background of the study

A critical review of Ghana's forest research journals and other equally important articles reveals that research on forestry public relations is very weak and minimal not only in Ghana but Sub Saharan Africa as a whole. This state of affairs has resulted in many forest resource crisis such as forest fires, forest conflicts, deforestation, resource exploitation and much more.

This research study seeks to evaluate the potential role of forestry public relations or better still public relations in forestry in the context of EU Forest and Conservation NGOs operating in Ghana their public relations strategies and tactics in reaching out to their target publics. In doing so, we examine the impact of public relations in disseminating forest and conservations issues and subsequently contributing to sustainable forest management.

Can civil societies, EU Forest NGOs use public relations to engage the public, forest fringe communities and forest dependent communities to promote natural resource conservation? Can EU Forest NGOs use public relations strategies and tactics to influence governmental decisions and thereby promote sustainable forest management? Can EU Forest NGOs use public relations as a participatory approach to create bottom-up development in the communities where they operate?.

The rate at which Global forest is dwindling has necessitated world leaders, policy makers, intergovernmental organisations, and civil societies both at the national and global level to agree on the development of global forest regimes (both binding and non-binding initiatives) for the governance of global forest. The most recent of such regimes are the European Union Forest Law Enforcement, Government and Trade (FLEGT), United Nations Framework Convention on Climate Change (UNFCCC), Reducing Emissions from Deforestation in Tropical countries (REDD+), promoting the sustainable management, use and trade of tropical forest resources (ITTO). Thus, de-

spite these international forest initiatives forest degradation and resource exploitation is still in the worsening situation especially in the developing countries like Ghana raising questions regarding their effectiveness in promoting sustainable forest management.

The question one may ask – Are those initiatives and programs reaching the target audience whom there is a strong perception that their activities contribute to forest loss and natural resources exploitation. Forestry public relations could be a vital tool in disseminate conservation and environmental news to the wider audiences. Without public relations practice, critical environmental issues such as natural resource exploitation and deforestation will be hard for ordinary people to know. Forestry Public relation practitioners reach out to their target publics through the media by building relationships with the media and the target audience.

The principal aim of this research study is to investigate some selected EU institutions activities in the forestry and nature conservation of the Republic of Ghana and evaluate their activities from the perspective of public relations. In doing so, this thesis will assess the impact of public relations in disseminating forest and conservations issues and subsequently contributing to sustainable forest management. To achieve the objective of this research study both qualitative and quantitative methods of collecting data were used to collect primary and secondary data. In-depth interviews were conducted with public relations practitioners in the selected institutions their mission, tactics and strategies were assessed and analysed. Focus group discussions were conducted in some selected forest fringe communities. Questionnaires were used to solicit opinions of wood and non-wood base small scale enterprises.

1.2 Problem Statement

There are indications that Ghana has never successfully practiced sustainable forest management. The forests have been depleted and degraded and the sector is now characterized by excessive harvesting of logs over and above the AAC, reduction in standing volumes of species, dwindling resource base, species depletion and loss of biodiversity. Agyarko, T. (2001)

The effort of various conservation approaches to curb forest ecosystem depletion and forest resource exploitation is not without challenges especially in the developing countries like Ghana. In many times, conservation approaches are being resisted and encroached by native people and other forest fringe communities, who thought their participation and knowledge are not included and reservation approaches may have a negative influence on many livelihood benefits provided by forest.

From the above, it is evident that the tools and skills needed to curb forest loss have been hard to come by in many Less Developed Countries (LDCs) such as Ghana. It is also clear that Ghana is still struggling to find an antidote to this environmental problem.

The cap of this research thesis is to boost research in forestry public relations in natural resources management .

1.3 Study Limitations

- (1) Although, EU institutions were mentioned in this thesis, the research study was restricted to some selected EU institutions operating in the studied Country.
- (2) Difficulties in obtaining data from the relevant institutions such as Ghana Forest Commission, Ministry of Land and Natural Resources.
- (3) Financial challenges were encountered as a major methodological approach to this study was qualitative which means primary data collection must be collected directly from respondent however, the University does not offer or release funds for data collection.

1.4 Relevant Research Questions

- (1) What public relations strategies are various institutions using to reach their target audiences?.
- (2) What public relations tactics are employed by EU institutions?
- (3) Compare PR output Which institution receives most media coverage?
- (4) Can EU institutions use PR to promote forestry education?
- (5) Can EU institutions use public relation tactics to influence governmental decisions and thereby resolve forest conflicts?

2 AIM AND OBJECTIVES OF THE STUDY

The aim of this thesis is to assess the European institutions activities in the forestry and nature conservation and evaluate them from the perspective of public relations under the following thematic themes:

- (1) To describe the natural conditions of forests ecosystems and characterization of the historical development of forest land in Ghana.
- (2) To give a description of Ghana's institutions operating in forestry and nature conservation (main activities, outputs, outcomes).
- (3) To give a description of European's institutions operating in forestry and nature conservations (main activities, outputs, outcomes)
- (4) To make suggestions to improve the involvement of European institutions operating in forestry and nature conservation in Ghana.
- (5) The results are shown graphically and in tabular format and comments them appropriately.

3 LITERATURE REVIEW AND THEORETICAL FRAMEWORK

3.1 Historical Development of Forestry In Ghana.

The traditional land uses in Ghana are small and large-scale farming, forestry, wood fuel, cattle grazing, urbanization, tree plantations of exotic and indigenous species (cocoa, rubber, timber), and game/park reserves. Agyarko, T. (2001). Historically, forest development started during the pre-historic period (1471-1874). Documentary evidence suggests that the management of forests in this era was shaped by both conservation and exploitation interests of traditional societies. Conservation interests led to the protection of sacred groves and forests at the bank of river bodies. TEYE, J. K. (2011).

Timber and other forest products were extracted for sale both within and outside Ghana. Thus, forest exploitation in Ghana started long before the advent of formal colonialism in the Gold Coast. This precolonial exploitation, which was more concentrated on the coast (Parren and Graaf 1995), was largely driven by trading networks between traditional rulers and European merchants. It is on record that the export of cola nuts from the Ghanaian forests started in the 15th century and became a major export commodity when the slave trade declined in the 1820s (Lovejoy 1985; TEYE; J.K.2011). Palm oil, initially obtained from wild trees, was another forest product exported outside Ghana as early as 1790 (Parren and Graaf 1995). Wood products exported from Ghana during the pre-colonial era included ebony (*diospyrus ebenum*), barwood (*ptercarpus erinaceus*), camwood (*Baphia nitida*) and some redwood species (Reynolds 1974).

The forest interests of the colonial administration shifted from exploitation to conservation in the early 1900s in response to environmental concerns which were dramatised by visiting colonial foresters. In view of these environmental crisis narratives, the first regulations to control timber harvesting were set out in the Concession Ordinance of 1900. In 1907, the Timber Protection Ordinance was passed to prevent the felling of immature trees (Troup 1940; TEYE, J. K. 2011) Under this ordinance, a forest officer was appointed to inspect trees before they could be felled.

In 1909, is major history and cornerstone of forest resources management in Ghana as this legislation pave the way for the first Forestry Department in the country(now Forest Services Division) was established and given the responsibility of supervising the creation and management of state forest reserves.(TEYE; J.K.2011; Boon, E., Ahenkan, A., & Baduon, B. N. (2009, May) However, these early attempts by the colonial administration to rely on its authority to pass a comprehensive forest reservation policy were resisted by native people, who thought that reservation policy was a ploy to gain control over land ownership.

1927 forest ordinance law was pass to support the colonial government centralised forest reservation. This forest reservation ordinance provided two separate mode of forest management. The first was centralised management by the Forestry Department. The other was a decentralised mode of management by the owner(s) under the supervision of the Forestry Department (Kotey et al. 1998; TEYE; J.K.2011). However, the policy did not clearly state how the second option was to be achieved. The Ordinance empowered the State to make regulations with respect to timber leases or permits. The Ordinance further outlined the conditions under which concessions could be granted and largely indicated that chiefs and community members had no right of access to trees or land in the reserves except for domestic use on permit from the Forestry Department (FD), now Forest Services Division (FSD) of the Forestry Commission (FC). Oduro, K. A., Marfo, E., Agyeman, V. K., & Gyan, K. (2011).

3.2 Forest And Wildlife Policies In Ghana

3.2.1 The 1948 Forest and Wild life Policy

The first formal comprehensive forest and wild life policy in Ghana was passed in 1948 during the colonial era. This policy provided for: (1) conservation of forests by protecting major water catchment areas and maintaining a conducive climate for the production of major crops; (2) sustainable management of the permanent forest estate; (3) promotion of research in all branches of scientific forestry; (4) maximum utilisation of areas not dedicated to permanent forestry (Kotey et al, (1998); TEYE; J.K.(2011).

This policy, which was the main forest policy up to 1994, negatively affected forest management. First, it created forestry as a 'technical' venture. The possibility of active local community participation in forest management was not seriously considered on the grounds that they were ignorant about scientific forestry. It was also argued that it would take a long time to educate local people about scientific forestry. Some of these arguments were even made by colonial foresters as early as the 1930s. Oliphant (1932: 2); TEYE; J.K.(2011:page 133) , for instance, wrote that: "the forests could not be kept intact over the long period required to educate a primitive people". As demonstrated by the statement below, these kinds of statements are still made by some forest officials in Ghana:

Apart from alienating local people from forest management, the goals of the 1948 Forest Policy were largely exploitative. It designates 70% of forest reserves for timber production. It also provided for "maximum utilisation" of all off-reserve trees. In conclusion, the short term economic benefits of forest exploitation influenced the formulation of the 1948 forest policy (Kotey et al, 1998; TEYE; J.K.2011)

3.2.2 The 1994 Forest and Wild life Policy

After over 40 years of implementing the 1948 Forest policy which had led to a trend towards what some early forest researchers had called the "timberisation" of forestry, there was the need for a new direction in managing Ghana's forest resources.

By the late 1980s and early 1990s, Ghana's forests were under excessive exploitation, illegal harvesting led by chain saw operators was flourishing excessively and prescribed harvesting procedures were being flouted with impunity. Worst of all, forestry institutions had become demoralized and inefficient because of continued underfunding. Concerns and agitations from major stakeholders and growing global interests in forest loss culminated in the revision of the old forest policy and eventually, the new Forest and Wildlife policy in 1994 (MLF, 1994).

The overall aim of the Forest and Wildlife Policy, 1994, is conservation and sustainable development of the nation's forest and wildlife for maintenance of environmental quali-

ty and perpetual flow of benefits to all parts of society. The two fold aim of environmental quality and sustainable benefits had the following specific objectives:

- Management and improvement of Ghana's permanent forest estate for preservation of soil and water, conservation of biological diversity, environmental stability and sustainable production of domestic and commercial products.
- Promotion of efficient forest-based industries, in secondary and tertiary processing, to use timber and other products from forests and wildlife and satisfy domestic and international demand with competitively priced products;
- Promotion of public awareness and involvement of rural people in forest and wildlife conservation to maintain life-sustaining systems, preserve scenic areas and enhance potential for recreation, tourism and income generating opportunities.
- Promotion of research-based and technology-led forestry and wildlife management to ensure forest sustainability, socio-economic growth and environmental stability;
- Development of effective capacity and competence at district, regional and national levels for sustainable management of forest and wildlife resources. Fraser, A. I. (2002).

3.2.3 The 2012 Forest and Wild life Policy

The implementation of the 1994 policy with all the associated reforms could not halt the degradation in the forest resource base. Illegal chainsaw and mining (galamsey) operations in forest areas have thrived over the years despite conscious national efforts to curb the situation in collaboration with the security agencies. Woodfuel productions especially in the fragile areas of the savanna regions have remained unsustainable whilst wildfires continue to be an annual occurrence in all the ecosystems. The timber industry

still operates with obsolete equipment and has installed capacities exceeding the Annual Allowable Cut (AAC).

A revised policy is therefore necessary to take advantage of new emerging opportunities to maximize the rate of social and economic development of the country and secure optimum welfare and adequate means of livelihood from the forestry sector to all Ghanaians hence the birth of 2012 forest and wildlife policy.

The Ghana Forest and Wildlife Policy 2012, therefore, is a paradigm shift from the past policies, placing emphasis on non-consumptive values of the forest and creating a balance between timber production and marketing to satisfy particularly domestic wood demands. The policy also seeks to:

- Consolidate good governance through accountability and transparency.
- Enhance active participation of communities and land owners in resource management and addressing issues on tree tenure and benefit sharing.
- Promote small and medium forest and wildlife enterprises as a means of job creation for the rural and urban poor.
- Increase biodiversity conservation.
- Promote sustainable management of savannah woodland.
- Promote ecotourism development.
- Increase government commitment to degraded landscape restoration through massive forest plantation development schemes .
- Improve research and application of modern and scientific technology in resource management.

- Develop climate change adaptation and mitigation measures, and
- Secure sustainable financing for the forest and wildlife sector.

3.3 Protected Areas In Ghana

There are twenty one (22) WPAs in Ghana totalling 1,347,600 ha or 5.6% of the country. The protected area network includes:

- 7 National Parks,
- 6 Resource Reserves,
- 2 Wildlife Sanctuaries,
- 1 Strict Nature Reserve
- coastal wetlands.



Fig.1. Map of Protected Areas in Ghana

3.4 Ghana's Forest Resources Base

Ghana's forest form part of the Guinea-Congolean phytogeographical region. The forest area is estimated at 9.17 million ha accounting for about 40% of the total national land. Ecologically, Ghana has two predominant forest estate - The high forest zone which fall mainly in the southwestern part of the country accounting for a third of the country (about 35 percent of the country) and the Savanna forest enclave occupying the rest of the country (Ghana Forest and Wildlife Policy 2012; Agyarko, T. 2001). There are 282 Protected Areas covering a total area of 23,729 km² with 216 of them located within the high forest zone. The forest resources base is further divided into on-reserve and off-reserve. The on-reserve forest are permanently protected and referred to as Forest Reserves and cover about 1.76 million ha (20% of HFZ). The on-reserve are strictly managed by the Forest Service Division of the Forest Commission. All the areas outside the reserved forests in the HFZ constitute the off-reserve embracing a total area of 5.482 million ha (80% of HFZ)

Fig 2 Agro-ecological Zone classification in Ghana



Adopted from Journal of Sustainable Bioenergy System

http://file.scirp.org/pdf/JSBS_2013062515471103.pdf

Table 1. Characteristics of agro-ecological zones in Ghana

Zone	Rain fall	Portion of total area	Length of growing season	Dominant land use systems	Main crops	food
	(mm/yr)	(%)	(days)			
Rain forest	2200	3	Major season: 150-160 Minor season: 100	forest, plantations	roots, plantain	
Deciduous forest	1500	3	Major season: 150-160 Minor season: 90	forest, plantations	roots, plantain	
Transition zone	1300	28		annual food and cash crops	maize, roots, plantain	
Guinea savannah	1100	63	180-200	annual food and cash crops, live-stock	sorghum, maize	
Sudan savannah	100	1	150-160	annual food and livestock	millet, sorghum, cowpea	
Coastal savannah	800	2	Major season: 100-110 Minor season: 50	annual food crops	roots, maize	

Source: Adapted and Modified from FAO – Aquastat Survey, 2005

3.5 Forest Ownership In Ghana

There is one main type of land ownership in Ghana, which is the Communal or Customary Ownership. Lands in Ghana are owned by the traditional rulers and held in trust for them by the state. Article 267 of the Ghanaian constitution stipulates, “All stool lands in Ghana shall vest in the appropriate stool on behalf of and in trust for the subjects of the stool, in accordance with the customary law and usage”. All land is therefore considered to be under public ownership (FAO 2010, Global Forest Resources Assessment)

Akyeampong Boakye, et al (2008) Forest reserves are fully vested in the State through the Forest Ordinance of 1927, and all forest and timber resources are held in trust by the government on behalf of the stool landowners. Although landownership did not change at the time of reservation, traditional owners are denied rights of access to trees or land in reserves unless they have a permit from forest service division (FSD)

Table 2. Characteristics of Forest Ownership Types in Ghana

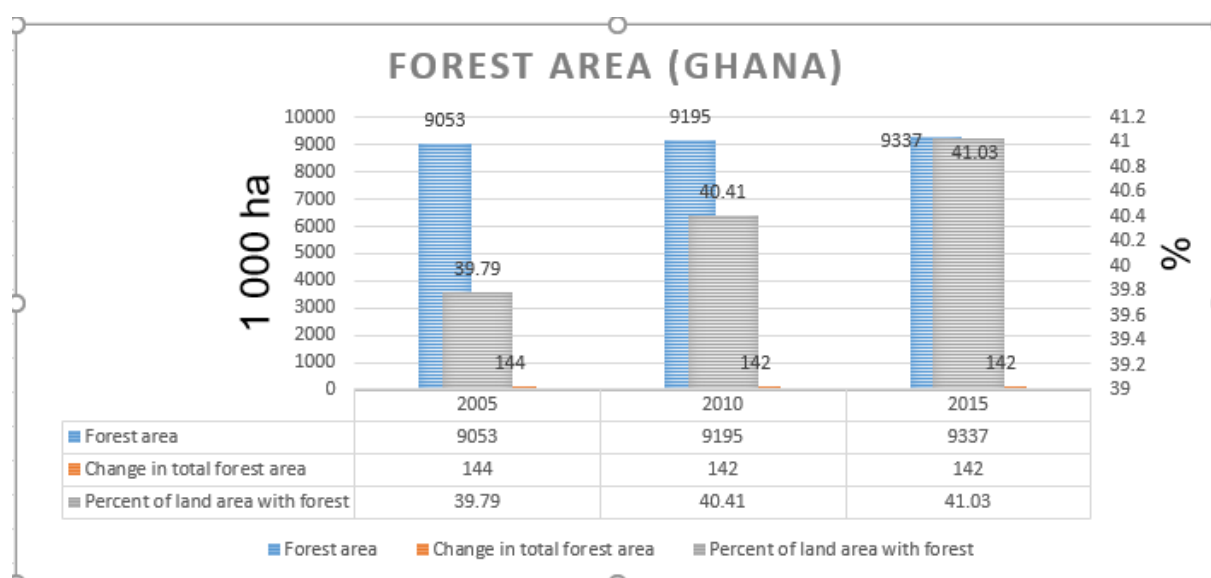
Type of tenure	On reserve	Off-reserve	Area (ha)	Rights access	of holders	Rights and responsibilities of government	Remarks
Forest reserves	✓		1 613 240	Permits for timber, NVVFP usufruct rights	for	Protection, management and utilization	Owned by stool, shared with government
Off-reserve forests		✓	315 119	Timber permits	per-	Management	
Communal forests		✓	-	Non-commercial gathering of tree products		n. a	All inhabitants have usufruct rights to naturally occurring trees
Sacred groves		✓	-	Non-graduated access		n. a	
Communal plantations		✓	-	Communal gathering		n. a	Ongoing
Private plantations		✓	-	Sole owner and manager		n. a	Ongoing
Industrial plantations		✓	-	Sole owner and manager		n. a	Ongoing

Taungya system	✓	50 000	Access to land but not tree crops	Management	Stopped
MTS	✓	60 000	Access to land and tree crops	Management	Ongoing
Collaborative forest management	✓	✓	Joint managers for equity	Management	Ongoing
11. Commercial plantations	✓	0	Managers of the resource	Regulatory roles	Guidelines ready late 2006

Source: Adopted from Akyeampong Boakye, et al (2008)

From the above one could observe that forest ownership in Ghana is too complicated to analyse or explain. This state of ambiguity has generated tension between the state, forest fringe communities, private forest companies and traditional rulers and contributing to illegal wood harvesting especially in the high forest zone.

Fig. 3. Forest Area Statistics



Source: FAO, 2015 Global Forest Resources Assessment.

<http://knoema.com/GFRADB2015TEF/global-forest-resources-database-2015>

Accessed 5 April 2016

Table. 3. Revised Land Cover 2013 FFP

Variable	2005	2010	2015
Closed/on-reserve Forest (ha)	3,517	1,785,801.60	3057.05
Open /off-reserve Forest (ha)	5536	7,409,335.00	6279.95
Total Forest Cover	9053	9195	9337
Other Land	14801	14659	14517
Total National Land Area	23,854	23,854	23,854

Source: Adopted and modified from FRA 2015 – Country Report, Ghana

<http://www.fao.org/3/a-az221e.pdf> Accessed 7 April 2016

Under a Japanese grant to the republic of Ghana a programme called Forest Preservation Programme (FPP) was initiated in 2012 to conduct a wall to wall land cover assessment of Ghana. The assessment relied on 2006 IPCC classification in its land cover analysis. This is the first time that 2006 IPCC classification of land cover has been used in Ghana. The previous submissions on FRA relied heavily on forest within the high forest zone. Under the IPCC classification, some areas in the middle belt of Ghana i.e. the forest savannah woodland transition which were not regarded as forest qualified as forest. Again and this has greatly affected the total forest area compared with what was reported for FRA 2010, some areas within the cocoa landscape where trees other than cocoa crops are more than eighteen (18) per ha and have canopies exceeding 30% per ha were captured and interpreted as forest. (FRA 2015) – Country Report, Ghana.

3.6 Forestry And Wildlife Institutions In Ghana

In Ghana, there are several agencies and institutions involve in the management and utilisation of forest and wildlife resources. These institutions/agencies cut across National, International and Local Levels.

3.6.1 Ministry of Land and Natural Resources

This agency is a state agency with nationwide coverage responsible to ensure the sustainable management and utilisation of Ghana 's lands, forests, wildlife and mineral resources for socio-economic growth and development. This is achieved through:

- Efficient formulation, implementation, coordination, monitoring and evaluation of policies and programmes of sector agencies;
- Efficient and equitable land delivery;
- Promotion of sustainable forest, wildlife and mineral resource management and utilization;
- Promotion of effective inter-agency and cross-sectoral linkages;
- Creation of an enabling environment for effective private sector participation; and
- Promotion of effective community participation in multiple use of land, forest wildlife and mineral resources.

3.6.2 Forestry Commission of Ghana

The Forestry Commission of Ghana is also state agency with nationwide coverage responsible for the regulation of utilization of forest and wildlife resources, the conservation and management of those resources and the coordination of policies related to them. The Commission embodies the various public bodies and agencies that were individually implementing the functions of protection, management, the regulation of forest and wildlife resources. These agencies currently form the divisions of the Commission:

- Forest Services Division
- Wildlife Division
- Timber Industry Development Division
- Forestry Commission Training Centre
- Resource Management Support Centre

3.6.3 The Forest Research Institute of Ghana

This research institution undertake demand-driven research, build capacity and promote the application of technologies for sustainable management of forest resources for the benefit of society. The main goal determined to help fulfill the mission of this research center are as follows:

- Conduct high quality user-focused forestry research that generates scientific knowledge and appropriate technologies.
- Disseminate forestry related information for the improvement of the social, economic and environmental well-being of the Ghanaian people.
- To enhance the sustainable development, conservation and efficient utilisation of Ghana's forest resources.
- To foster stronger linkages through collaborative research across disciplines among its scientists, stakeholders and external Institutions.

3.7 EU Forest And Conservation NGOs In Ghana

Under this research study the EU Forest and Conservation NGOs comprises of any institution/s, local or international with 50% funding from any of the EU member states.

3.7.1 Tropenbos International-Ghana

This international non-governmental non-profit organisation objective is to contribute to a better use and governance of tropical forests for the benefit of people, conservation and sustainable development, through research, capacity building and communication. It has an extensive programme in Ghana, and its headquarters are in Kumasi.

It was created in 1986 as a Dutch response to increasing concerns about the disappearance and degradation of tropical rain forests worldwide. TBI's goal is to achieve the sustainable management of tropical forest lands for the benefit of people, conservation and sustainable development.

Tropenbos International Ghana aims at bridging the gap between forest policy, management and science; providing a forum for discussing forest issues; and carrying out relevant research and training. The objective of the programme is that forestry actors in Ghana deploy sound and adequate information for poverty reduction policies that improve forest-dependent livelihoods and increase forest cover and services in rural areas.

Donors:

- Dutch Ministry of Foreign Affairs
- European Commission
- Dutch Ministry of Economics, Agriculture and Innovations

Partners:

At the national level, TBI Ghana works in partnership with the following entities:

- Ministry of Lands and Natural Resources
- Forestry Commission
- Forestry Research Institute of Ghana and the
- College of Agriculture and Natural Resources of KNUST.

At the international level, the programme's key partners include:

- University of Amsterdam
- Wageningen University and Research Centre
- University of Freiburg
- University of Twente.

3.7.2 Friends of the Earth International (Ghana)

Friends of the Earth Ghana is a membership organization association of around 300 local groups spread across the country. It was founded in 1986 and that same year joined Friends of the Earth International. As the largest environmental organization in

Ghana, FoE Ghana is dedicated to addressing environmental issues and promoting public awareness of environmental problems.

Mission

To conserve and make sustainable use of the world's natural resources to improve the economic and social well-being of present and future generations.

Vision

That Ghana should become an ecologically, socially and economically sustainable society.

Objective

Their aim is to protect the earth against further degradation caused by human activities; to empower people through participatory sustainable livelihood strategies.

To bring about transparent and accountable governance and fight corruption, especially in the natural resource sector

To preserve the earth's ecological, cultural and ethnic diversity.

To facilitate climate change resilient farming systems; and to promote sustainable resource use at the local, national and global levels.

Donors:

- European Commission
- DFID-FGMC (UK)
- EU member states

3.7.3 Care International (Ghana)

CARE began operations in Ghana in 1994. Since then the Accra office expanded to support programs in Togo and Benin under the umbrella of the CARE Gulf of Guinea country mission. In July 2010, CARE replaced the three-country mission with country offices in Ghana and Benin, the latter of which is also responsible for a small number of activities in Togo. Care Ghana started contributing to natural resources management in Ghana in 1999.

Purpose

- To contribute to poverty reduction in Ghana through sustainable livelihoods for poor and marginalised rural families who depend primarily upon natural resources.
- Creating favourable policy and legal framework to enable the poor to lift themselves out of poverty.
- Sustainable forest management and land use practices.
- To sensitize stakeholders on the 1994 Forest and Wildlife Policy, and advocate for its implementation.
- To facilitate community-based forest resource Ghana management systems.

Donor

- Denmark
- DFID UK

3.7.4 SNV/ Netherlands Development Organisation

The SNV Netherlands Development Organisation is not for profit organisation with its origin in the Netherlands. SNV has been present in Ghana since 1992.

Aim

The main aim of the SNV Netherlands is to reduce poverty and increase sustainable economic development through capacity building with local actors. Our wide range of services includes advisory services, knowledge networking, evidence-based advocacy and value chain development.

Donors

- Ministry of Foreign Affairs of the Netherlands

Partners

- IITA (Research to nourish Africa)
- Kuapa Koko (Papa paa)

3.7.5 Forest Watch International (Ghana)

Forest Watch Ghana (FWG) is the national campaign vehicle of over forty (40) Civil Society Organisations and individuals committed to the rights of poor forest users. Forest Watch Ghana is not for profit organisation formed in 2002 and it was officially launched in February 2004. FWG is influential in national and international forest governance discourse.

The Coalition has grown to be a cohesive coalition which has consistently and increasingly campaigned on the issues of fair and equitable forest rights, access and benefits for communities through policy and international initiatives such as the Voluntary Partnership Agreement

Aim

The main aim of FWG is campaign and advocacy on the issues of fair and equitable forest rights, access and benefits for communities through policy and international initiatives such as the Voluntary Partnership Agreement.

Donors

- European Commission
- Fern UK
- Centre for International Development and Training (CIDT, UK)

3.8 Local Forest And Conservation NGOs In Ghana

3.8.1 Green Earth Organisation

Green Earth Organization (GEO) is a non-governmental, non-profit making environment conservation and development organization established in 1989. It is registered with the Registrar General's Department with registration No. 38229 and with the Department of Social Welfare with registration No. DSW 371.

Aim:

- To protect and conserve the environment to continue to support life, i.e. to reduce poverty to enhance human dignity.

Vision:

- Striving to achieve a world of equity and justice that values and conserves nature.

Objective:

- To engage in activities geared towards the preservation, conservation and restoration of natural and human made resources on earth.

3.8.2 Conservation Foundation Ghana

Conservation Foundation is an environmental, non-political, non-profit organization. This NGO is a Ghanaian based in the Western Region of Ghana operating in the Western and Central Regions.

Aim

Conservation Foundation Ghana seeks to promote fundamental socio-economic development that enhances self-sufficiency and self-reliance for advancement of people within a sustainable framework of development.

3.8.3 Suntaa-Nuntaa Organisation

SUNTAA-NUNTAA is a wholly Ghanaian NGO set up in 1990 by Mr. Robert Loggah.. SUNTAA also tries to empower the poor so that they can attain household security, that is sufficient food and sufficient cash for medicines and education. This is done by means of education and training of Women' Groups in over 80 villages in the Upper West Region. The activities include agroforestry, poultry, animal rearing, tree planting and nursing, health matters, cottage industries and other income generating activities.

Aim

The aim is to fight degradation of natural resources in the Upper West Region in Ghana.

3.9 Contribution of Forestry to Ghana's Economy

Forest resources have played a significant role in the provision of food, clothing, shelter, furniture, water-supply sources, bushmeat, and traditional medicine for the local community. Forestry plays an important part in Ghana's economy. In the 1980s, timber was the third-largest export commodity after cocoa and gold, accounting for 5-7% of

the total gross domestic product (GDP), and the forestry sector employed some 70 000 people (IIED 1988, cited in Rice and Counsell 1993). Forests also provide 75% of Ghana's energy requirements GLASTRA, R. (1999).

Currently, the forestry sector contribution to GDP has declined to 2% due to rapid growth of other sectors such as Strong performance from cocoa and gold sector. Incomplete capture of the full valuation of forest resources in computation of GDP. Declining export performance due market and operational challenges. Diversification to domestic market sales – data capture low. Notwithstanding the decline the forestry sector continues to provide 70% of Ghana's energy needs met through the use of wood fuel and charcoal. GDP increased from US\$ 7.5 billion (2003) to US\$ 34.9 billion (2012) Alhasan N. Attah (2014)

Table 4. Contribution of the forestry sector to GDP

2009	2010	2011	2012	2013
3.7	3.7	2.8	2.6	2.2

Source: Adapted and Modified from GSS 2013 Revised

3.10 Public Relations What is it?

Since the opening of the first PR firm in about 1900, there have been attempts to give a precise definition for public relations. It has been difficult to find one that fits all situations and all practitioners, since PR may be handled by individuals, firms specializing in PR, departments of corporations, or government agencies. Public relations is a means of getting attention and shaping public opinion. It achieves its goals through publicity, advertising, the use of press agents, public affairs forums, lobbying public officials, and every other means that gets a message before the public. Britannica (2016)

In the context of this research study, public relations in short PR in non-governmental organisation is seen as an aspect of strategic communication process that seeks to influence decisions, change public opinions, attitudes through campaigns, awareness crea-

tion, lobbying, advocacy and creation of beneficial relationships with the media and its target audiences.

3.10.1 History of Public Relations

For decades, the origin and roots of public relations has generated public discourse among religious bodies, academicians, historians, and public relation practitioners. According, to (Freeh, 1978) the practice of public relations dates back to nearly 2000 years before Christ. Larrylitwin.com (2000) Public relations has been with us for thousands of years. The Greeks had a word for it: *sematikos*: to signify, to mean, which can be defined as how to get people to believe things and do things. That is not a bad definition of public relations. Larry, went further to explain in his student resource handout and notes that in 50 B.C. Julius Caesar wrote the first campaign biography, Caesar's Gallic Wars. He publicized his military exploits to convince the Roman people that he would make the best head of state. Candidates for political office continue to publicize themselves with campaign biographies and accounts of military exploits to this day.

When Christianity emerged at the height of Roman influence, the teachings of Jesus and his apostles took center stage in the battle for religious dominance in the public mind. Once the Christian church took shape, it relied on eloquent speeches and letters, such as Paul's epistle to the Romans, to win converts and guide the faithful (Bates. D, 2006, Kruckeberg, D. et el, 2012)

3.10.2 Brief Review of PR

According to (Diggs-Brown, B.2011) the PR industry itself adds to the confusion. This problem is rooted in the proliferation of titles people and organizations use to identify the practice. Here's a quick sample of the names organizations use to identify their PR departments: Corporate Communication, Stakeholder Relations, Corporate Relations, Marketing Communication, Public Information, Public Affairs, Nonprofit Marketing, and University Relations. Many of the people who work in these departments have the same kinds of jobs, but the department names give the impression that they are different and contribute to our general confusion about what public relations is.

Kruckeberg, D. et al, (2012) hold the view that Public relations as a concept has no central, identifying founder, national origin or founding date because it focus on efforts to influence not only opinions but behaviour. Infrefuge (2012) posit that there is growing perception that public relations through the use of the media does not serve the public good is reaffirmed by many different things. The media keeps information from the public while filling the public with information that they do not need, and look out for the interest of their corporate sponsors, funders and owners rather than the interest of the people that they are supposed to be serving — the public. Since all major news sources are publicly traded or part of publicly traded companies, and all media that air their news are funded by advertising, this statement of bias applies to all major news organizations and media.

Inforefuge.com argue that an organization of today cannot operate in a vacuum. Many audiences are listening and watching. When something negative happens, there are groups that will use it to attack the organization. The best crisis plan is preventive, not reactive. Identifying the possible things that could go wrong that would have a negative impact on the organization is a key step in the crisis management process. Prioritize them as to likelihood and degree of negative impact. Then address each by asking “what are we doing now to prevent this from happening?” A Crisis Plan should include responses to the list of possible problems and who’s responsible, what to say and what not to say during a crisis are all integral parts public relations activities.

Maintaining a favourable relationship with the communities in which the organization has an interest is also crucial. Community Relations is continuing, planned and active participation with and within a community. Before beginning a Public Relations plan, the client must be made aware of how they stand in the eyes of their publics. The best way to do this is to run a Communication Audit. Communication Audits are strategic, research-based processes of evaluating an organization’s communications (and sometimes, marketing) program by using interviews of key audiences, focus groups, surveys, evaluations of an organization’s communications vehicles. The end result is a report that includes the research as well as recommendations on how the organization can improve its communications with his/her target groups. Communication audit is part and parcel of public relations.

3.10.3 Model of Public Relations

One of the most useful ways of thinking about public relations has been through the description of public relations models that identify the central ideas of public relations and how they are related to each other. In 1984 James E. Grunig and Todd Hunt proposed four models of public relations that are based on communication, research, and ethics. Since that time Grunig and a team of scholars have proposed new models that have enriched our understanding of how public relations is practiced.

- **Press agency** is the model where information moves one way—from the organization to its publics. It is perhaps the oldest form of public relations and is synonymous with promotions and publicity. Public relations practitioners operating under this model are always looking for opportunities to get their organization's name favorably mentioned in the media. They do not conduct much research about their publics beyond “counting the house.” This model includes propaganda tactics such as use of celebrity names and attention-gaining devices such as giveaways, parades, and grand openings. Although press agents are not unethical, they don't desire to be ethical either. The louder the noise, the more attention-getting the story, whether true or false, the better they are doing their jobs.
- **Public information** differs from press agency because the intent is to inform rather than to press for promotion and publicity, but the communication is still essentially one-way. Today this model represents public relations practices in government, educational institutions, nonprofit organizations, and even in some corporations. Practitioners operating under this model do very little research about their audiences beyond testing the clarity of their messages. They are “journalists-in-residence,” who value accuracy but decide what information is best to communicate to their publics.
- **The two-way asymmetrical model** considers public relations to be scientific persuasion. This model employs social science research methods to increase the persuasiveness of messages. Public relations practitioners use surveys, inter-

views, and focus groups to measure public relationships so the organization can design public relations programs that will gain the support of key publics. Although feedback is built into the process, the organization is much more interested in having the publics adjust to the organization than the reverse.

- **The two-way symmetrical model** depicts a public relations orientation in which organizations and their publics adjust to each other. It focuses on the use of social science research methods to achieve mutual understanding and two-way communication rather than oneway persuasion. In 2001 James E. Grunig created other names for the symmetrical model: mixed motives, collaborative advocacy, and cooperative antagonism. His intent was to present a model that “balanced self-interests with the interest of others in a give-and-take process that can waver between advocacy and collaboration. Grunig argued that this model was the most ethical because all groups were part of the resolution of problem. Van Leuven, J. K. (2004)

Table 5. GRUNIG AND HUNT'S FOUR MODELS OF PUBLIC RELATIONS

Model Name	Types of Communication	Model Characteristics
Press Agency/Publicity Model	One-Way Communication	Uses Persuasions and manipulation to influence audience to behave as the organisation desires.
Public Information Model	One-Way Communication	Uses press releases and other one way communication techniques to distribute organisational information. Public Relations Practitioners are often refer to as journalist in residence.
One-Way Asymmetrical Model	One-Way Communication	Uses Persuasions and manipulation to influence audience to behave as the organisation desires. Does not use research to find out how it publics feel about the organization
Two-Way Symmetrical Model	Two-Way Communication	Uses communication to negotiate with publics, resolve conflicts, and promote mutual understanding and respect between the organisation and its publics

Source: Adapted and Modified from: Grunig and Hunt 1984. P.22

Table 6. OLD AND NEW MEDIA TECHNIQUES

Old PR	New PR
Press	Media
Emphasised good news	Willing to discuss good and bad news
One - way channel	Emphasis on relationship
Mass marketing approach	Micro-targeting
Promotes products and services	Talks up issues, ideas, and trends
Focus on print publications	Skilled in all media types
Press Conferences favoured	Individual briefings and exclusives favoured
Addressed only on the media	Aware of all stakeholders and publics

Source: Tench, R., & Yeomans, L. (2009)

3.11 Public Relations in Non-Governmental Organisations

Many nonprofit organizations are already performing public relations, though not as strategically or effectively as they could. For example, sending out a monthly or quarterly newsletter to clients, employees, and supporters, or writing or distributing press releases and public service announcements in conjunction with a fundraiser or event most certainly qualify as public relations activities. Gale, M. k (2007).

3.11.1 Characteristics of PR in Non-Governmental Organisations

- Addresses social need
- Reinvests revenue to continue work
- Often relies on Volunteers
- PR in NGO sector is often seen as a way to raise funds.

3.11.2 The Role of PR in Non – Governmental Organisations

- Develop channels of communication with those the organisation serves.
- “Brand” the organisation to gain acceptance of its mission.
- Create and maintain favourable climate for fund raising
- Support the development of public policy that is favourable to the organisation mission.
- Inform and motivate key publics to volunteer and dedicate to the organisation’s mission, goals and objectives.
- Additionally, strategic linking with corporate donors.

3.11.3 PR Activities

- Lobbying/Pressure Group
 - Direct attempts to influence legislative and regulatory decisions.
- Corporate Sponsorship
 - Providing support to an event or a cause by devoting corporate resources in exchange for an opportunity to enhance good will.
- Publicity
 - Disseminating messages to selected media to further the interest of an organization or social issue without specific payment to media.

- External Communications

- Disseminating information including pamphlets, brochures, non-broadcast videos, speeches, newsletters, bulletin boards, posters, etc.

- Development

- Fundraising activities and membership drives designed to influence an organization's relationships with various publics.

- Promotion

- Using techniques such as events, promos, ads and stunts to create and stimulate interest in a person, product, organization or cause.

- Publicity

- Dissemination of purposefully planned and executed messages to selected media to further the interest of an organization or person without specific payment to media.

- Public relations research

- This term refers to any type of research that yields data for use in planning and evaluating public relations efforts. The most common public relations research includes: environmental monitoring, public relations audits, communication audits and social audits. Public relations research can be formal or informal, primary or secondary, qualitative or quantitative.

4 RESEARCH METHODS, MATERIALS AND APPROACH

4.1 Introduction

This chapter considers the research methodology and approaches used to gather information for the study. The first part contains information and profile of the study area. The second parts justifies the relevance of the research methods used, the population of the study and the determinant of the sample frame. It also highlight data collection methods and technigues employed for this research study.

4.2 Brief History and Description of the Study Area

The name Ghana originates from an African empire, which was located around River Niger between 400 AND 1240AD. The period between the 15th and 19th Centuries witnessed a power struggle for the country amongst European nations for fortunes in gold and ivory, following the advent of the Portuguese who discovered gold in 1471 and built Elmina Castle in 1482.

The other Europeanas were the Dutch, Swedes, Danes, Prussians and the British. The battle for control and supremacy over the land culminated in the building of many forts and castles, which used not only as trading posts but also as dungeons for the infamous slave trade. It is significant to note that out of the about forty-three (43) forts and castles in West Africa, thirty – three are in Ghana alone.

Out of these about twenty-five are in good condition, incuding Elmina and Cape Coast Castles and Fort St. Jago, all the three of which are recognised by UNESCO as World Heritage Monuments. Ghana, formerly called the Gold Coast, became independence from the British colonial rule on March 6, 1957 to become the first Black African colony to achieve independence.



Fig.4 Map of Ghana.

4.2.1 Geographical Location

Ghana is situated on the west coast of Africa with a total area of 238 540 km² . The country has a north-south extent of about 670 km and a maximum east-west extent of about 560 km. It shares borders with Côte d'Ivoire to the west, Burkina Faso to the north, and Togo to the east. To the south are the Gulf of Guinea and the Atlantic Ocean. The country is divided into 10 administrative regions.

4.2.2 Relief

The topography is predominantly undulating and of low relief with slopes of less than 1 percent. Despite the gentle slopes, about 70 percent of the country is subject to moderate to severe sheet and gully erosion. The highest elevation in Ghana, Mount Afadjato in the Akwapim-Togo Ranges, rises 880 metres above sea level. There are five distinct geographical regions:

- The low plains, stretching across the southern part of the country.
- The Ashanti Uplands, stretching from the Côte d'Ivoire border in the west to the elevated edge of the Volta Basin in the east.
- The Akwapim-Togo Ranges in the eastern part of the country consist of a generally rugged complex of folded strata, with many prominent heights composed of volcanic rock. The ranges begin west of Accra and continue in a northeasterly direction, finally crossing the border into Togo.
- The Volta Basin occupies the central part of Ghana and covers about 45 percent of the nation's total area. The basin is characterized by poor soil, generally of Voltaian sandstone.
- The high plains in the northern and northwestern part of Ghana, outside the Volta Basin, consist of a dissected plateau. Soils in the high plains are more arable than those in the Volta Basin.

4.2.3 Climate

Ghana has a warm, humid climate. Mean annual rainfall of the country is estimated at 1 187 mm. Mean annual temperatures range from 26.1 °C near the coast to 28.9 °C in the extreme north. Annual potential open water evaporation has been estimated as ranging between 1 350 mm in the south to about 2 000 mm in the north. The actual amount of evaporation depends on a number of factors including water availability, vegetation cover and prevailing weather conditions among others.

Fig.5 Population



Source: www.tradingeconomics.com/worldbank

The country's population is about 26.44 million (2014) of which 54 percent are rural. Female population is estimated to be 13,401,927 and that of males population is estimated to be 13,203,671. The annual population density for 2014 is estimated to be 112 inhabitant/km² nationwide.

4.3 Justification of the Research Methodology.

Dual/mixed research methods was adopted in this research study. The main theory of this research study is the impact assessment with much emphasis on knowledge, education and communication. The dual methodology was adopted because of its suitability to fit the aims of this research study. According to Bamberger, M. InterAction, (2012) mixed methods (mm) approach is particularly helpful for examining the interactions among the complex and changing contextual factors that can influence program implementation and impacts. Bamberger, M further revealed that qualitative techniques as in-depth interviews, key informant interviews or focus groups to obtain information of the characteristics of a program beneficiaries or non beneficiaries at the time the program began. This kind of information, which is often quite simple and economic to

collect, can greatly enhance the validity of exclusively quantitative survey data. Application of MM can promote greater understanding of stakeholder perspectives on the nature of the intervention or how it is expected to achieve its objectives. This promotes a more participatory approach and greater alignment between stakeholders and evaluators.

Berger (2000) describes the advantages of using secondary data such as content analyses, such as the unobtrusiveness of the study, relative inexpensiveness, using materials that are relatively easy to obtain and work with, and yield quantifiable data.

4.4 Sample Frame and Population of the Study

The target audience for this research study was randomly and subjectively selected on the basis of the research hypothesis and research questions developed. The main target group for this research study was the EU Forest and Conservation NGOs operating in Ghana. Three (3) EU institutions plus one (1) non EU but state forest agency or organisations were selected and investigated to assess the impact of their public relations activities in reshaping forest and nature conservation education in Ghana. The three (3) EU institutions were subjectively selected base on funding from the EU, EC and any EU member state.

Forest fringe communities, Private logging companies and other domestic forestry product users were randomly and subjectively selected and interviewed to seek their opinion on their knowledge of any EU institutions whose activities are related to forestry, environment and nature conservation in their local communities.

4.5 Data Collection Methods

This research study employed both primary and secondary data collection procedures. Under the primary data collection the socioeconomic profile of forest fringe communities as well as their opinions on forest conservation were collected, focus group discussions were conducted, unstructured interviews were conducted among domestic wood

users and lastly an in-depth interviews were conducted with top ranking public relations consultants/practitioners among the investigated institutions to evaluate their public relations tactics, methods and strategies in spreading forest and conservation related information. All the primary data was collected during the field work with the assistance of two (2) field officers and one (1) research assistance. The reason for selecting the field officers is that they are bilingual and they can explain the questionnaire in the local language to the respondeants since many were illiterate and semi – illiterate. All the primary data were collected between 7th July, 2015 to 23rd October, 2015.

Under the secondary data collection, content analysis of the selected EU Forest and Conservation NGOs institutional/organisational press/media releases were conducted among three (3) EU Forest and Conservation institutions operating in Ghana and one (1) national/state forest Agency (FC: The Forestry Commission of Ghana) whose activities are related to forestry and nature conservation. The content analysis of all studied/investigated institutions were accessed through their Organisational News Alert from 2010 – 2015. Media content analysis were also collected from randomly and subjectively selected media houses to access their news articles and to determine the kind of messages the media were interested and also the source of the news. The media/press releases content analysis were conducted same period from 2010 – 2015. All secondary data were collected between 13th August 2015 to 24th February, 2016.

4.6 Data Collection Techniques

The principal technique used in the collection of primary data for this research study were unstructured questionnaires, focus group discussions and in-depth interviews. According to Tesch, D., & Kempton, W. (2004) the strength of qualitative research is its ability to provide complex textual descriptions of how people experience a given research issue. It provides information about the “human” side of an issue – that is, the often contradictory behaviors, beliefs, opinions, emotions, and relationships of individuals and this help in gaining a rich and complex understanding of a specific social context or phenomenon.

In addition to the qualitative data collection techniques, quantitative data collection techniques were also adopted where secondary data collection techniques such as government reports, publications from EU institutions, the Forest Commission of Ghana, Forest Research Institute of Ghana, the Ministry of Land and Natural Resources were extensively analysed and used, mail survey, previous research thesis, web information, both media and organisational content analysis were employed as data collection techniques for this research study.

4.7 Data Analyses

The collected data from all the respondents were carefully scrutinised using both triangulation, and dual techniques. Since, this research study is subject to human behaviour descriptive analyses were used to explain the qualitative techniques employed to solicit data from the study area. R-studio, a computer programming language for statistical computing and graphics including basic Ms suite Word and Excel were used to decode, manipulate and analyse quantitative data collected from the study area and respondents in the form of statistical information (charts, graphs and tables)

5 RESULTS AND PRESENTATION

This chapter seeks to consider how data from the study were structured and summarise using statistical graphics, tables and charts as an evidence to back the study and also to give a clear understanding to the target audience and the reading public or who the study was intended for.

5.1 In-Depth Interviews With Public Relations Consultants

An in-depth interviews was conducted among the selected EU Forest and Conservation NGOs operating in forest related activities in Ghana together with one national forestry and wild life agencies with their respective public relations consultants/practioners to evaluate what public relations methods, tactics and strategies they used in disseminating forest and conservation related information to their target audience. (See Table 7)

Table. 7. Interview Date With Public Relations Consultants Among Institutions

Organisation/Institutions	Name of responsible Person	Title	Date Inter-viewed
Tropenbros International	Valentine Tweneboa	Communications Officer	10.08.2015
SNV/Netherlands Development Organisation	Eric T. Banny	Programme Of-ficer	13.08.2015
Friends of the Earth International Ghana	Eugen Anderson	Programme Co-ordinator	03.11.2015
Forest Commission Ghana	Paul Ntiamah	Chief Executive Officer	06.01.2016

Source: Own Research Work

As we can witness from the above table, institutions and organisations have different titles for personnels who perform public relation task for their respective institutions. Valentine Tweneboa served as a communication officer, which provide public relations activities for Tropenbros International Ghana. Eric T. Banny served as programme of-ficer, who manages public relations activities for SNV/Netherlands Development Organisation. Paul Ntiamoah, Programme Coordinator for FOE and provides public rela-

tions activities for FOE. Eugen Anderson. She is the Chief Executive Officer but provides Public relations activities for the Forest Commission of Ghana.

5.2 Research Question 1: Public Relations Strategies.

In an effort to understand the strategies EU Forest and Conservation NGOs and other national or state agencies use to achieve their goal. An in-depth interview were solicited from top ranking public relations practioners in their respective organisations. (See Table 8) for an in-depth PR strategies adopted by various institutions.

Table 8. PR Strategies

	Interview on Public Relations Strategies
Name of institutions	Adopted PR Strategies
TBI Ghana	✓ Advocacy and Lobbying
	✓ Education and Training
	✓ Stakeholder Engagement
	✓ Campaign and Awareness
FC	✓ Stakeholder Engagement
	✓ Education and Training
SNV/Netherlands	✓ Education and Trainig
	✓ Stakeholder Engagement
	✓ Evidence Based Advocacy
	✓ Corporate Sponsorship
FOE	✓ Advocacy and Lobbying
	✓ Campaign and Awareness
	✓ Stakeholder Engagement

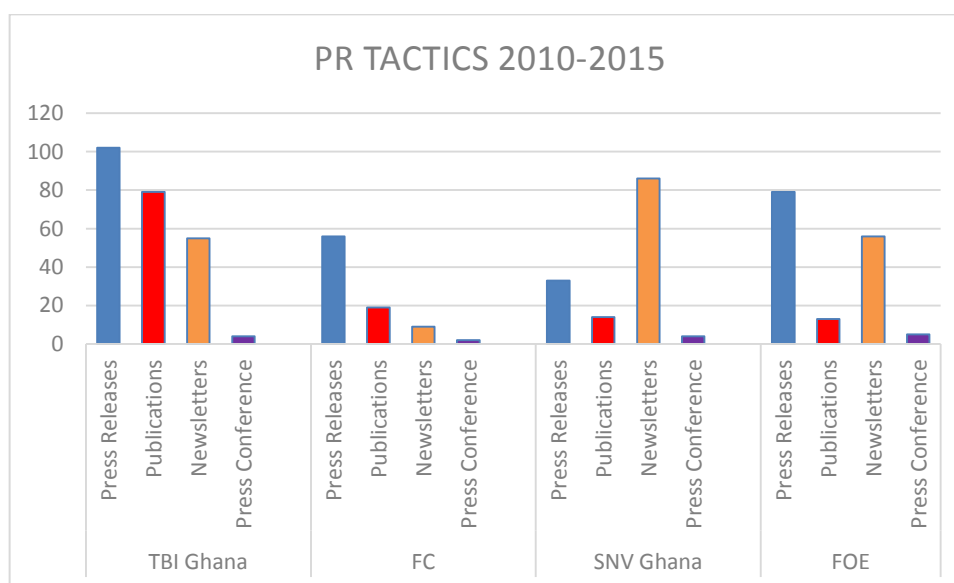
5.3 Research Question 2: Public Relations Tactics

To understand the tactics the various institutions use to convey messages to their target audience a content analysis were conducted from the four (4) investigated institutions their press releases, publications, newsletter and press conferences this help the researcher to understand the means of communication the studied institutions use to disseminate information to their target publics. The researcher calculated all the various tactics used by all the four (4) institutions, analyse them and coded them with attribute or variables related to forestry and nature conservation. Those press releases which were not related to the scope of the study were discarded. (See Table 9 for the calculated PR Tactics). Also, the researcher observed that the tactics help the institutions to carry out their individual strategies.

Table 9 Calculation/Content Analysis of institutions main PR Tactics 2010-2015

Name of institutions	PR Activities	2010-2015	Percentage %
TBI Ghana	Press Releases	102	42.5
	Publications	79	32.9
	Newsletters	55	22.9
	Press Conference	4	1.7
FC	Press Releases	56	65.1
	Publications	19	22.1
	Newsletters	9	10.5
	Press Conference	2	2.3
SNV Ghana	Press Releases	33	24.1
	Publications	14	10.2
	Newsletters	86	62.8
	Press Conference	4	2.9
FOE	Press Releases	79	51.6
	Publications	13	8.5
	Newsletters	56	36.6
	Press Conference	5	3.3

Fig.6 Graphical Presentation of Main PR Tactics 2010-2015



Press releases is the most used tactics among the investigated institutions. The second most used tactics is news letters, followed by publications and lastly press conference.

5.4 Research Question: What Messages Are the Media Interested?

To comprehend the messages the media were interested. A content analysis of news articles from selected national and local media houses were conducted. The researcher conducted this search from the period 2010-2015. The articles were coded and given variables and attribute.such as “Forest and Conservation Issues”. The media house were the crusading guide, the daily guide, the daily graphic and finally the new times media houses. The researcher retrieved 215 news articles from the crusading guide from the period in question. 117 articles were retrieved from the daily guide. 221 articles were retrieved from the daily graphic. Finally, 305 articles were retrieved from the new times. The news articles were further scrutinised, screen and cleaned to discard those articles which is not related to the scope of the research or the subjective variables/attributes. After the cleaning, the researcher coded 195 articles from the crusading guide, 97 articles from the daily guide, 199 from the daily graphic and finally 225 from the new times. The considered variables and attributes were varied and includes:

- Research
- Livelihood
- Logging and Deforestation
- Awareness and Campaigning
- Ecotourism
- Corporate Sponsorship

(See Table 10)

Table 10 Content Analysis of News Articles 2010-2015

n=	195	115	205	515	
Variables	The Crusading Guide	The Ghanaian Times	The Daily Graphic	All Total	News Articles Sources
Research	16(8.2%)	9(7.8%)	29(14.1%)	54(10.4%)	FC(6.4%) TBI (4%)
Livelihood	25(12.8%)	29(25.2%)	39(19.0%)	93(18.0%)	SNV(8%) FOE(4%) TBI(6%)
Logging and Deforestation	50(25.6%)	32(27.8%)	43(20.9%)	125(24.2%)	FC(4%) TBI(10%)SNV(4%)FOE(6%)
Awareness and Campaigns	60(30.7%)	27(23.4%)	73(35.6%)	160(31.0%)	TBI(13%)FOE(9%) SNV(6%)FC(3%)
Ecotourism	29(14.8%)	13(11.3%)	13(6.3%)	55(10.6%)	FC(1%)FOE(3%)SNV(2%) TBI(4%)
Corporate Sponsorship	15(7.6%)	5(4.3%)	8(3.9%)	28(5.4%)	SNV(2%)TBI(2%)FC(1%) FOE(.4)

Source:Own Research Work

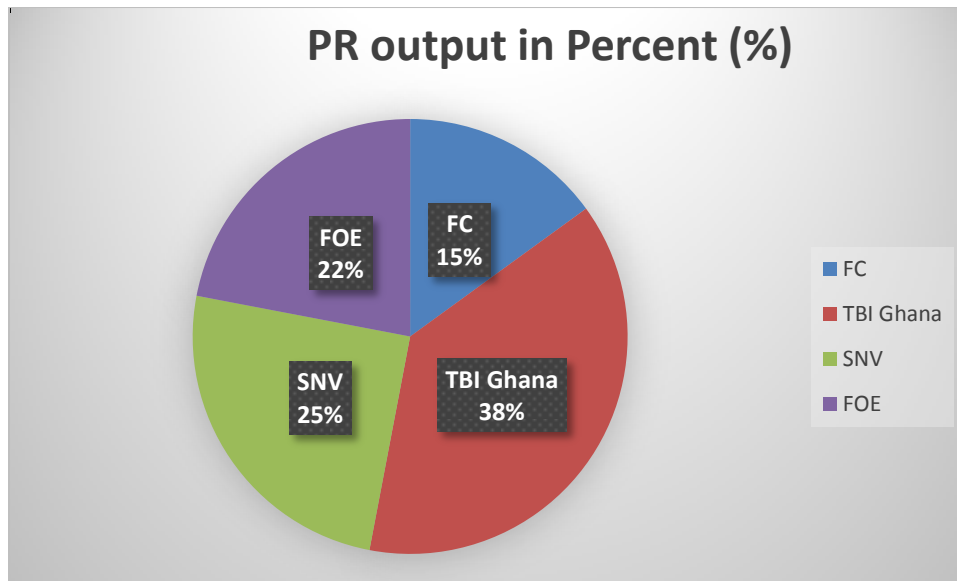
The content analysis for forestry research related attribute/Variable, The Daily Graphic reported the highest with 29 forestry research related issues representing 14.1% followed by The Crusading Guide 16 reportage representing 8.2% and lastly The Ghanaian Times 9 reportage representing 7.8%. On the research variable all the 3 newspapers cited Forest Commission of Ghana (FC) and Tropenbros International Ghana (TBI) as

the source of their reportage. The livelihood variable, SNV/Netherlands Development Organisation (SNV) was cited the most in terms of livelihood variable with 8%, Tropenbros International Ghana (TBI) (6%) and Friends of the earth Ghana (FOE) 4%. On the Logging and Deforestation variable reportage The Grusading Guide reported most of the variable related to logging and deforestation with 50 reportage, followed by The Daily Graphic 43 reportage and The Ghanaian Times 32 reportage in that order. All the newspapers cited all the four (4) institutions as the source of their logging and deforestation reportage with TBI Ghana having the highest citation of 10%, followed by FOE (6%) and SNV (4%). The content analysis of all the newspapers shows that all the institutions perform awareness and campaigns in various forms with TBI Ghana cited the most in terms of the awareness and campaigns indicators (Variable) with 13% and FC cited the least in terms of awareness and campaigns. On Ecotourism indicator (variable) all the four (4) institutions were cited. Corporated Sponsorship SNV and TBI were cited as the highest.

5.5 Research Question 3: Compared to PR output, Which Institution Receives the Most Media Source or Coverage?

To answer the research question above a content analysis was conducted among selected newspapers from 2010-2015 to find out the source of their news articles. The result shows that all the newspaper articles extensively used the messages of the four (4) studied institutions. Moreover, some institutions were cited the most and their messages were used by combination of all the newspapers. (See Table 10 and Fig.7)

Fig 7: Comparing PR output for the studied institution (%)



Source: Own Research Work

In summing up all the newspapers articles together TBI Ghana was cited the most with 38%, followed by SNV 25%, FOE 22% and lastly FC 15% in that order.

5.6 Questionnaires Collected From Forest Fringe Communities

Forest fringe communities were grouped into two (2) which includes: (1) Forest Fringe Communities within the high forest (FFC High Forest Zone) and Forest Fringe Communities within the Savannah Zone (FFC Savannah Zone).

5.6.1 Household Characteristics of Forest Fringe Communities

A household consists of a person or a group of persons, who live together in the same house or compound, share the same housekeeping arrangements and are catered for as one unit. GLASTRA, R. (1999). The average household size for the forest fringe communities within the high forest zone is 5 whilst the FFC Savannah Zone is 7. In the FFC High Forest Zone 58% of the household claim ownership over the house in which they live in while about 42% dwell in a rented house for a monthly fee. In the FFC Savannah Zone 47% claim ownership of their dwelling place. 38% dwell in household which are for the state and 15% dwell in a rented house for a monthly fee.

Table 11. Household Characteristics of Forest Fringe Communities

Description	Household Size	Household Ownership %	Household Head and Age%
FFC High Forest Zone	5	58	64 (M) 36 (F)
FFC Savannah Zone	7	47	70 (M) 30 (F)

Source: Field Work

Comparing household size. The national average is 5 therefore, what it means is that FFC High Forest Zone is in line with national average. However, that of FFC Savannah Zone is 7 which is more than the national average hence the researcher can assume or an indication that fertility programmes have had no impact on the demograph of the FFC Savannah Zone. The household head of both communities were not gender friendly at all as majority of the household are headed by men. In the FFC High Forest Zone 64% of men were household heads and 36% were women. In the FFC Savannah Zone 70% of men were households heads while 30% were women.

Table 12. Age Distribution – Forest Fringe Communities (%)

Description	0-17	18-60	61-Above
FFC High Forest Zone	42.5	40	16.5
FFC Savannah Zone	50	40	10

Source: Field Work 2015

42.5% of the population in the FFC High Forest Zone falls within 0-17 years. 40% falls within 18-60 years bracket. The elderly, in the FFC High Forest Zone occupies 16.5% of the population. The ratio of male to female is 1:1.06 which is an indication of youthful population. In the FFC Savannah Zone 50% of the population falls within 0-17 year bracket with 40% of the population falls within 18-60 years. 10% of the population are

aged. Both communities shows signs of youthfull population however, dependency ratio is higher in the FFC Savannah Zone than FFC High Forest Zone.

Table 13. Economic Activities – Forest Fringe Communities (%)

Variables	Communities	
	FFC H	FFC S
Farmers	32	35
Hunters	12	10
NTFP	15	30
Timber Harvesting	25	15
Trading	7	5
Services	9	5
Total	100	100

The major economic activity in the FFC H is farming 32% followed by Timber harvesting 25%. The major economic activity in FFC S is also farming 35% followed by non timber forest product 30%. This confirms the national statistics of Ghana’s economy that more than half of the population live in the rural areas and predominant economic activity is farming. Timber harvesting is higher in the FFC H because of its predominant tree cover as compare to FFC S.

5.7 Research Question 4: Can EU Institutions Use Public Relations To Promote Forest Education?

Fig 8. Focus Group Discussions



Field officer assisting respondents in data coll.

Note taking during group discussions

To understand the real impact of EU institutions activities in Forestry and nature conservation in Ghana. The researcher collected primary data from forest fringe communities and engaged in focus group discussions involving hunters, farmers, NTFPs and Timber harvesters with 2 field officers. This help the researcher to solicit quality primary data from the field. The group discussions was primarily on knowledge and awareness of any EU institution/s who is advocating for forest governance, forest conflicts resolution in their respective communities. The prepared questionnaires also solicited their opinion, knowledge of any EU institution/s promoting forestry education and livelihood interventions in their respective communities. The result from the focus group discussion together with the response through the administered questionnaires shows their awareness of several institutions some from EU and other international civil societies organise workshops for them to seek their support to influence government decisions. Photo on forest education (See Fig 3)

Fig.9 Tree Planting Education: FOE



Source: <https://foe-ghana.org/participation/>

The photo above Fig 3. Shows effort of EU sponsored Friends of the earth Ghana (FOE) in promoting forestry education in Ghana.

Fig.10 Climate Change Education Contest for Ghanaian school children - TBI



Source: <http://feeds.feedburner.com/tropenbos>

The above contest was organised by EU in Ghana and promoted by Tropenbos International (Ghana). As part of the prize package Tropenbos International (Ghana) provided a study tour of some key forestry locations in the country included a visit to the Seed Centre and Bio-Technology laboratories of the Forest Research Institute of Ghana (FORIG) at Kumasi. Students received lectures on how to distinguish viable tree seeds from non-viable ones, how to store seeds to preserve their viability as well as modern technologies being used to ascertain the viability of seeds and develop seeds with desirable traits through genetic engineering.

5.8 Description of EU Institutions Operating in Forestry Main Activities, Output, Outcome and Means Communication.

Table 14 Institutions and their main activities, output, outcome and means of communication

Name of institutions	Main Activities	Output	Outcome	Means of Communication
FOE	Communities and civil society empowerment for environmental governance in rural areas	Participation and capacity building	increase in the capacity and skills of women farmers to advocate for their participation in agricultural and environmental policy and decision making	Meetings and forums, campaigns, media relations, workshops
FOE			policy and decision-makers will be willing to engage with women farmers, and that the women's concerns and needs will be properly addressed in district agricultural and environmental management strategies.	Training, Advocacy
FOE			policy makers will have greater awareness and knowledge of women farmers' problems and the environmental and climate change impacts they face.	Press briefing
SNV-Ghana	Natural Resources Management	Facilitation and advice	Development of an Action Plan to halt the destruction of Kalakpa resource reserve. Relocation of illegal residents to new communities outside the reserve.	Awareness-raising
SNV-Ghana	Tree Diversity, Crown Cover and Carbon stocks in Cocoa	Community relations, advice, and facilitation	4000 ha new cocoa agro-forestry farms now established. 6,000 farmers trained	Sponsorship, stakeholder engagement

	Agro-forestry			
TBI	Strengthening tree growers and their associations through capacity building	Capacity building	Over a hundred and sixty (160) tree growers in sixteen communities benefited	workshop, stakeholder engagement
TBI	Voluntary Partnership Agreement (VPA) under the Forest Law Enforcement, Governance and Trade (FLEGT	Community relations and capacity building	supply of legal wood to SMFEs and attracts more buyersattracts more buyers	Meeting, conferences, exhibitions, discussion,

Source: Own research work

6 DISCUSSIONS

6.1 Introduction

This section seeks to review all findings in the context of the theoretical framework about the research topic. It will go further to explain and interpret the result of the study and finally, assess the impact of the study.

6.2 PR Strategies and Tactics

The results of the in-depth interviews provide useful information on public relations strategy that EU Forest and Conservations institutions in Ghana are using to disseminate forestry and conservation related news to their target audience. Many of the EU Forest and Conservation institutions were using strategies related to advocacy, stakeholder engagement, evidence based advocacy, corporate sponsorship, training and education, campaigns and awareness which are integral part of public relations theories.

Based on the in-depth interview the public relations consultant TBI uses several PR strategies to maintain a cordial relationships with its publics. TBI top PR strategies involve stakeholder engagement, research and education, campaigns, lobbying, and advocacy to reach out to its wider audience. TBI publics are woodcarvers, chain saw millers, forest fringe communities, forestry commission of Ghana, the forest research institute of Ghana and the ministry of land and natural resources. The stakeholder engagement of TBI involve organising workshops and public forums to facilitate information exchange and dialogue among forest stakeholders. TBI conferred the institution has been nominated to hold stakeholder discussions on the VPA process in Ghana involving woodcarvers associations, illegal chain saw millers and forest fringe communities in the country to solicit feedback and build their capacity for engaging in VPA discussions. TBI stress the impact of this stakeholder engagement will address the legal timber supply to the domestic market without compromising on rural livelihoods and the environmental state of Ghana's forest whiles eliciting feedback through the stakeholder

engagement to develop alternatives for illegal chainsaw lumbering in Ghana (Valentine, personal communication, 10.8.2015)



Fig.11.TBI holding stakeholder dialogue on chainsaw milling through the VPA Process. Source: Secondary data retrieved from Mckeown, J. P., Rozemeijer, N., & Wit, M. (2013).

TBI confirmed that in effort to promote forestry research in the country. TBI has trained several Phd, Masters students and several students have been supported to carry out practical work for their thesis and research in sustainable forest management while others have been supported to attend international conferences and workshops. TBI also uses campaigns, awareness and sensitization to resolve forest conflicts on land tenure regimes and benefit sharing among forest dependant communities in Ghana. TBI has supported and build capacities of local civil societies to carry out forest livelihood developments in various communities in the country (Valentine, personal interview, 10.8.2015).

Fig. 12 TBI SUPPORTING RESEARCH ON TREE DEVELOPMENT



TBI supporting research on
Tree development

TBI students beneficiaries on
on research and training

FOE use effective communication strategy to reach out to its target audiences by promoting community participation in forest governance and management. In doing this, FOE organises community forest forums to discuss important forest issues with communities thereby empowers community members to report illegal and unsustainable forest practices that undermines good forest governance. Paul said we have done a great job in using PR strategy to respect community views and opinions and thereby enable the organisation to build community relationships through effective communication strategy. The outcome from the partnerships is enormous the desire for communities to establish plantations in providing wood for local use.

Fig. 13 COMMUNITY FOREST FORUM



Forest fringe community forums organised by FOE

Source: secondary data retrieved from foe-ghana.org/cisopfleg/

FOE, the use of campaigns and advocacies is one among our core PR strategy that enable the organisation to create awareness and public education on sensitive forest issues as some unsustainable logging and forestry practices arises due to ignorance of the forest laws. The campaigns involve media relations and training workshops on forest re- portage, disseminating and reporting illegal forest practices. Paul conferred that stake- holder engagement has been used to engage the forestry commission of Ghana and for- est dependant communities to enhance forest law enforcement and governance (FLEGT) under the EU voluntary partnership agreement (VPA) with Ghana by building capacities of civil society organisations, communities, local authorities and other rele- vant private sector groups, in forest management and thereby enhance forest governance by minimising illegal logging and promoting legal timber into the local and internation- al market. FOE, also segment its publics by promoting forestry and climate change education with children. In doing this, FOE support and promote education activities that is geared towards forest and climate change related issues.

Fig. 14. CAMPAIGN AND AWARENESS: FOE



Tree seedling to be planted at school supported and promoted by FOE

Campaign and Awareness on forest Sup- certification and illegal forest harvest promoted by FOE

SNV, uses stakeholder engagement to relate to its target publics. Its main publics are the forestry commission of Ghana, forest research institution of Ghana, The ministry of land and natural resources and the local communities. The public relations consultant said corporate sponsorship strategy has been use to support natural resource manage- ment related issues in forest protection and biodiversity conservation. SNV, also use media relations to reach out to its target publics. Community relations is an effective

way of creating a good relationships with its target audiences. Seminars and workshops are use to build local NGOs capacity so local civil societies will play an effective role as a watch-dog on forest and conservation related issues.

Based on the results from the in-depth interviews the researcher can confirm that all the three EU Forest and Conservations institutions use PR strategies to build relationships with the institution's publics. By using PR strategy to involve the public in the fight against illegal forest practices, capacity building of local civil societies, resolving forest conflicts and sustainable forest management. In doing this, there is information exchange and the public concerns are well address. Based on this relationships and communication with the public, the researcher can group the three EU Forest and Conservation institutions PR strategies into two way symmetrical model of Grunig and Hunt's (1984). This shows that the EU Forest and Conservation institutions PR strategies related to the theories of public relations as it is an effective communication method to achieve mutual understanding rather than oneway persuasion.

6.2.2 Content Analyses PR Tactics and Means of Communication

PR Tactics are methods of campaigns public relations practitioners will use to contact or reach out to its target audiences. The results of the content analyses from the investigated institutions organisational websites shows application of mixed PR tactics that is the usage or promotion of both media and non media tactics in disseminating messages to their target audiences. All the investigated institutions use press releases as a major campaign tool through the media to spread forest related issues to their target audiences with TBI Ghana having the highest forest and conservation related press releases issues in the media during the investigated period. The press conference from TBI Ghana, SNV/Netherlands, FC, and FOE framed the forest and nature conservation related issues mostly in terms of biodiversity conservation, sustainable forest management, livelihood issues and deforestation. All investigated institutions also use non media campaigns such as newsletters, publications, corporate social responsibility and sponsorships to dissemination and educated their target audience on forest and conservation related issues. The researcher was surprise that campaign using press conferences is not widely used by all investigated institutions.

The researcher also observed that the PR tactics play a crucial role in non-government organisations such as investigated institutions that can help the institutions to carry out their individual PR strategies.

6.2.3 Content Analyses Media Articles

One area that the researcher looked at to evaluate the impact of EU Forest and Conservation institutions in Ghana is the content analyses of media articles. This helped the researcher to observe and analyse the kind of information or messages the EU Forest and Conservation institutions have been disseminating to their target publics. The results from the news articles content analyses shows 54 forestry research related articles from both FC and TBI having most of the articles on forestry research with percentage share of 6.4% and 4% respectively. The result on logging and deforestation issues the content analyses shows about 125 articles related to logging and deforestation with percentage share FC (4%) SNV (4%) TBI (10%) FOE (6%). On livelihood attributes the content analyses listed 93 livelihood issues on forest fringe communities with SNV having 8% of livelihood releases, FOE (4%). The result on content analyses shows higher attributes for awareness and campaigns with 160 listings. Each of the institutions have different way of connecting to the media and their target audience. In all, six (6) attributes were considered for all the institutions and all attributes released to media relate to forestry and nature conservation. For the results of the content analyses and attributes (see Table 8)

6.2.4 PR output and outcomes

The results of the PR output helped the researcher to evaluate the real effects of PR strategies and tactics on their target audiences. According to Lindenmann, W., Barr, J., Ferguson, A., Grunig, J., Martin, T., Mazur, G., ... & Ward, K. (2003) Outputs are usually the immediate results of a particular PR program or activity. More often than not, outputs represent what is readily apparent to the eye. Outputs measure how well an organization presents itself to others, the amount of exposure that the organization receives. Here the researcher quantified all broadcast in the media. This helped the re-

searcher to know the output of their messages or which messages are the media interested and also the source of the news broadcast. The result shows that all the investigated institutions enjoy certain level of media exposure with TBI having the highest news coverage and source of 32%, followed by SNV 25%, FOE 22% and FC 15%.

The result of the institutions outcome was the qualitative in-depth approach where the researcher assess each of the institutions outcome from qualitative study of past and ongoing projects and programmes. For more of the PR output and outcome (See Fig. 1 and Table. 12)

7 SUMMARY, CONCLUSION AND RECOMMENDATIONS

7.1 Introduction

This chapter present the snapshot of the findings and result emanated from the study. It also sum up the final conclusion of the study either to reject the result of the framing hypothesis or accept. After, the conclusion recommendations are made for further consideration and implementation.

7.2 Summary

This study was carried out to examine the contribution of EU Forest and Conservation institutions in Ghana. The focus was to investigate their public relations strategies and tactis in the forestry and nature conservation sector. To accomplished the goal of this study three (3) EU institutions in Ghana were subjectively selected from 2015 based on their funding.

Mixed methods of research (qualitative and quantitative) were used for data gathering. Interviews, questionnaires were used to collect primary data from target groups whilst content analyses were used to collect secondary data from the investigated institutions.

The data gathered from the study were documented in tablar, chart and graphical format aided by R-studio, a computer programming language for statistical computing and graphics with appropriate comments.

The study seeks to remedy these research questions:

1. What public relations tactics, methods and strategies are the institutions using to reach out to their target audiences.
2. How does EU institutions use public relations to promote forest governance in Ghana.

3. Compared to Public Relations output, Which institution receives most media sources or references.
4. Can EU Forest Institutions use PR to resolve forests conflicts ?

Based on the available data gathered and analysed from the study, the following findings were observed:

1. All the three (3) investigated institutions have slightly similar public relations strategies and quite the same tactics are used to disseminate messages to their target audiences.
2. All the investigated institutions promote different environmental activities but all related to forestry or nature conservation.
3. In all, 515 news articles were broadcast with FOE having (22%), FC (15%) SNV (25%) and TBI (38%) respectively. (see Table 8 and Fig. 2)
4. All the investigated institution use stakeholder engagement to minimise forest conflicts.

7.3 Conclusion

The effects of unfair benefit sharing, weak forestry research knowledge and education coupled with unsustainable forestry practices are against the several factors accounting for the rapid depletion of Ghana's forest resource base. This research work demonstrates the benefits that accrue from EU Forest and Conservation organisations in their quest to promote good forest governance in Ghana.

Public relations strategies and tactics help the EU Forest and Conservation institutions to reach out to their target publics and thereby create a good rapport with their various audiences. TBI, uses public relations tactics to create cordial relationships with the me-

dia and through press release forestry related messages has been disseminated to their target audiences. TBI, uses public relations strategies and tactics through campaigns and awareness creation on corrupt forestry practices in the country, and exposure to the public domain about illegal timber business, campaigns on forest certification through the EU forest law enforcement governance and trade. TBI, have a collaboration with the forestry commission of Ghana and organises workshops and capacity building with the staff of the forestry commission and other local civil societies.

SNV, uses public relations strategy such as corporate social responsibility and sponsorships to organise workshops and sponsor forestry and natural resources related events in the country. SNV, community relations strategy to foster community participation in natural resource management. Stakeholder engagement and capacity building is one among the PR strategies that SNV pursue to achieve its mission and goals. SNV, also uses PR strategy to organise capacity training and sensitization workshop for local civil societies and also has a good relationship with the Forestry Commission of Ghana.

FOE, have use campaigns and awareness to spread messages related to illegal logging, unfair benefit sharing, land tenure disputes and empowerment of forest fringe communities, their rights and obligations through education, community workshops, seminars and events organising.

The researcher concludes that there is co-operation and communication between the EU institutions and their counterparts in Ghana. Public relations strategies and tactics if well targeted will enhance local knowledge and understanding, improve community participation in sustainable forest management, promote forestry education, manage forest crisis and finally, reveal inefficiencies, bureaucracies and corrupt practices in the state forestry sector.

7.4 Policy Recommendations

- ✓ The public relations practitioners should research into further innovative ways to get their messages to the wider audiences.
- ✓ The results from the findings shows that more of the news article broadcast appeared in the national newspaper to the neglect of the local newspaper. The researcher recommend a speedy media relationship with the local newspaper to bring equity and fair reportage whilst ensuring the forest and conservation related messages are disseminated to the local communities as well.
- ✓ The government Ghana must empower the local NGO's in the forestry and nature conservation by funding their programmes.
- ✓ The EU institutions should continue to mount pressure on the government to implement all policies and requirements in the VPA agreement so that only legal timber will be produce and accepted in both the domestic and international market thorough their stakeholder engagements responsibility.
- ✓ In order to enhance forestry research in the country EU institutions should extend their partnerships with forestry and natural resource institutions in the country to collaborate in forest research activities.
- ✓ The Government through the forestry commission should encourage tree planting by giving tree planting grant to encourage students from forestry and natural resource institutions to venture in tree plant. In doing this, the forestry commssion must create a new unit called tree stewards with responsibility to monitor grant giving to student for tree planting.

8 REFERENCES

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9 APPENDIX A

IN-DEPTH INTERVIEW QUESTIONS FOR FC, FOE, TBI AND SNV

1) What is the main activity/s of your institution/organisation?

.....

2) What is the mission of your organisation?

.....

3) Does your institution do (have) any activities related to forestry and nature conservation in Ghana?

.....

4) Which area in Ghana does your institution cover?

.....

5) How do you classify your institution?

.....

6) Which sector does your institution belong to?

.....

7) What are the main specialisation of your institution?

.....

8) Does your institution has/have public relations department?

.....

9) *What is the title or name given to the highest ranking public relations officer in your institution?*

.....

10) *What is/are the role/s of public relations practitioner/consultant for your institution?*

.....

11) *Who are your target audiences?*

.....

12) *Who are your stakeholders?*

.....

13) *How does your institution interact with the public?*

.....

14) *What public relations tools or tactics do you use?*

.....

15) *What public relations strategies do you use?*

.....

15) *How effective is your public relations?*

.....

16) *How do you measure your PR output for the institution?*

.....

17) *How many conferences/workshops on forest and conservation related activities your institution organises per year?*

.....

18) *How many people participated in conferences/workshops organised by your institution per year?*

.....

19) *How many plan excursions on forest and nature conservation related activities do you undertake per a year?*

.....

20) *What percentage of your working time do you devote in communicating with the public?*

.....

21) *How do you use PR to accomplish your organisational goals?*

.....

22) *What do you consider the greatest achievement in your institutions activities.?*

.....

24) *Are there any activities that you have failed? If you are willing, please indicate?*

.....

25) *Will the Civil Society and NGOs involvement in forest management bring about sustainable forest management in Ghana? We really appreciate your objective comment/response* *here*

.....

10 APPENDIX B UNSTRUCTURED QUESTIONNAIRE FOR FOREST FRINGE COMMUNITIES

B IMPACT OF EU INSTITUTIONS

1) Sex

a) Male () Female ()

2) Age

a) 18 – 30 b) 30 – 42 c) 42 – 54 d) 54 and above

3) Household Size

a) Less than 6 () b) 6 – 10 () c) 10 and above

4) Economic Activity

a) Farmers () b) Timber Harvesters () c) Trading () d) Services ()

5) Do you know any organisation or institutions involving in forestry and nature conservation in Ghana?

a) Yes () b) No ()

6) If yes, could you please name them? Maximum 5?

1)

2)

a) Yes () Name of the conference/ workshop.....

b) Yes but I have forgotten the name () c) No ()

11) Who sponsored the conference/workshop in Q 10. if you know?

a) Government of Ghana ()

b) Local Entity ()

c) EU/EC/EU member country

d) Give name if you can.....
.....

12) How would you describe your relationship with state forestry officials or authorities?

a) Excellent () b) Very Good () c) Good () d) Bad ()

13) Do you owe a forest land?

a) Yes () b) ()

14) Have you heard or understanding the term sustainable forest management (SFM)? If yes where did you heard it?

.....

15) Have you heard or understand the term "biodiversity" if yes where did heard it?

.....

16) Have you heard or understand the term illegal logging? If yes where?

.....
17) Your opinion or views on forest protection and conservation?
.....

18) Your opinion or views on forest functions?
.....

19) Do you know any forest law in Ghana? What is your view or opinion on forest laws and policy in Ghana?
.....

20) In your personal opinion or view, do you think involvement of civil societies or NGOs in forest and nature conservation management will promote sustainable forest management in Ghana?
.....

11 APPENDIX C FOCUSED GROUP DISCUSSIONS

C1 HUNTERS GROUP

- 1) Hunting in the forest
- 2) Kinds of animal species usually hunted.
- 3) Season usually hunted
- 4) Rules and regulations concerning hunting in the area
- 5) Where in the forest is hunting usually done.

C2 NTFP GROUP

- 1) List of NTFP Collections in the community.
- 2) Kinds of NTFP Collected
- 3) Season for collection of NTFP
- 4) Rules and regulations concerning NTFP collection in the communities