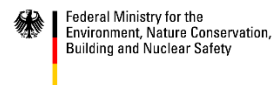




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TITLE: “A country after the rain” media campaign”

WRITTEN BY: WWF-Paraguay.

PERIOD: October 2014 to March 2015.

LOCATION OF THE CAMPAIGN: Paraguay.

KEYWORD: ParLU, Paraguay Land Use, Paraguay, REDD+, deforestation, Augusto Roa Bastos.

BACKGROUND: In November 2013, WWF-Paraguay began broadcasting a series of 12 radio spots as part of Output 8 activities of the ParLU project. These spots helped educate the public on the basic concepts of Climate Change and the functions of forests. This activity was an initial step in promoting a subsequent national awareness campaign.

In the beginning of 2014, WWF-Paraguay initiated a partnership with Augusto Roa Bastos Foundation to develop an awareness campaign based on an unpublished environmental book written by Augusto Roa Bastos (1917 - 2005), the most recognized Paraguayan novelist. Before his death, A. Roa Bastos wrote the book *Ecología y Cultura* (Ecology and culture) that exposes the dramatic change in the Eastern Region forest due to agricultural expansion and the arrival of industries in the 20th century. Thanks to the partnership between WWF-Paraguay and Augusto Roa Bastos Foundation, *Ecología y Cultural* was published posthumously in 2014. Based on the author’s own reflections, WWF-Paraguay proposed a communication campaign with the goal of communicating the value and importance of forests and biodiversity in modern times.

OBJECTIVES OF THE CAMPAIGN:

- Illustrate the concept of climate change in order to build national commitment to address deforestation and its impacts as a global environmental problem.
- Highlight illegal deforestation as the principle driving cause of degradation in the Atlantic Forest of Paraguay.

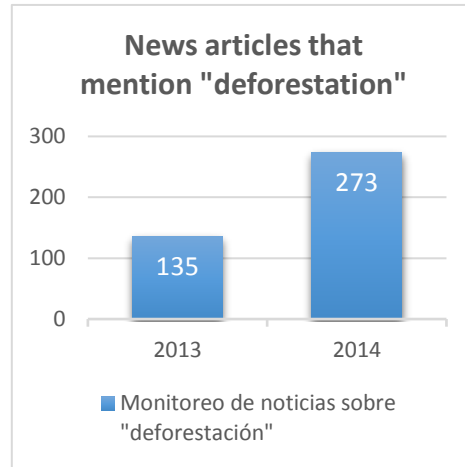
MAIN RESULTS:

- Broadcast on local and national radios of a series of 12 radials spots to disseminate basic knowledge about climate change and forests during November 2013 and August 2014. This was a preliminary step for the national awareness campaign.
- Publication of 2,000 copies of the book “Ecología y Cultura” on June 2014.
- More than 2 million of Paraguayan people have received information -either directly or indirectly- about climate change through different channel of communications (according to some reports from commercial departments of media allies).
- Four important national media companies (Canal 4, 9, 13 and Radio Ñanduti) have joined the campaign to discuss issues surrounding climate change for at least six consecutive months.
- WWF has provided direct support to the official position of Paraguay during the COP20 in Lima, Peru. The Ministry of Environment was invited to attend the most important meetings of the COP20 with the technical support of WWF-Paraguay.
- The official announcement of a Zero Net Deforestation goal by 2020 for Paraguay. This announcement showed a real commitment to eradicate the main degradation driver of the Atlantic Forest (<http://www.efeverde.com/noticias/wwf-acusa-paraguay-de-ignorar-la-deforestacion-de-cara-la-cumbre-en-lima/>)
- Development of activities to promote the WWF campaign "A country after the rain" focused on different targets:
 - Meeting with journalists for the campaign launching event, October 15.
 - Photography contest and book distribution events, from October to December 2014.
 - Institutional stand in the fashion show "Asunción Verde," October 16.
 - Spontaneous parade promoting the use of bicycles and raising awareness on climate change, led by WWF-Paraguay volunteers, November 28.
 - Cycling run at Costanera of Asuncion, supported by Masa Critica, November 29.



IMPACT:

1. Due to the campaign, the Secretary of Environment agreed to promote a policy of Zero Net Deforestation by 2020 during the COP20 in Lima, Peru. <http://www.seam.gov.py/content/discurso-de-la-ministra-morales-palarea-de-la-seam-ante-plenaria-de-la-cop20-en-per%C3%BA-y-del>
2. The media interest in regard to environmental conservation has increased, primarily in the forests of the Eastern Region of Paraguay. *Results obtained through news monitoring conducted by WWF-Paraguay using the Evernote software (press clipping).*



3. Interest in climate change from academic and governmental sectors has increased: WWF Paraguay received several requests to distribute book copies and audiovisual materials. These requests were made by:
- Itaipú Hydro;
 - United Nations country office;
 - Academia: Universidad Americana, Universidad Católica, Universidad Nacional de Asunción;
 - NGOs: Peace Corps and Guyra Paraguay;
 - Five schools from Asuncion and countryside.
4. WWF-Paraguay was a technical advisor of the Paraguayan official delegation in the COP 21. <http://www.senado.gov.py/index.php/noticias-2/172385-senador-wiens-participa-en-alemania-de-sesiones-donde-se-discute-cambio-climatico-2015-09-01-11-36-00>

MORE INFORMATION

- Campaign: <http://www.parlu.org/media.html>
- Newsletter: <http://www.parlu.org/publications/newsletter.html>
- Posters: <http://www.parlu.org/media.html>