

Research Article

Exploring Communication Strategies and Practices with in Reduction Emission from Deforestation and Degradation Plus Initiatives: A Case Study of Central Ethiopia, Enor District

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Abstract

The purpose of this research to improve communication strategies practice by analyze the communication strategies employed by REDD+ programs to enhance awareness and understanding of sustainable forest management among local communities in the Enor District of Central Ethiopia. Guided by participatory communication theory and behavioral change theory. The research evaluates (1) the effectiveness of communication channels (e.g., community meetings, social media, printed materials), (2) the relevance, clarity, and participatory nature of REDD+ messages, and, (3) the strengths and weaknesses of awareness creation approaches. The research used a mixed-methods approach design. The data were collected through key informant interviews, focus group discussions and questionnaires, and analyzed with quantitative analysis (descriptive statistics, SPSS) and qualitative thematic content analysis. Findings revealed that face-to-face interactions 88% and community meetings 89% were perceived as the most effective channels, while radio 63% and printed materials 61% had shown ineffectiveness. Although participatory outreach (e.g., experience-sharing) motivated involvement in forest conservation, barriers such as inconsistent messaging 40%, language gaps 32%, and inadequate feedback 46% which hindered awareness efforts. Despite these challenges, effective communication significantly increased community support, underscoring the need for more inclusive, localized strategies. As 83% of respondent believes that the approach needs improvement. Thus, these results indicate the communication strategies of the project needs improvement for effective awareness creation practices. Therefore, the study recommends addressing language barriers, ensuring message consistency, and integrating community feedback to strengthen REDD+ communication and long-term engagement.

Keywords

REDD+, Communication, Strategies, Effectiveness

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Received: 7 August 2025; **Accepted:** 19 August 2025; **Published:** 23 September 2025



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1. Introduction

Globally, *a century ago, the world had approximately 6 billion hectares of forest, accounting for 57% of habitable land. Today, forest cover has decreased to about 4 billion hectares, representing a loss of nearly one-third of global forests* [37]. But now about 80% of the terrestrial biodiversity on Earth is found in forests, which are also essential for sequestering carbon, taking in about 2.6 billion metric tons of CO₂ per year [9, 33]. Additionally, they control rainfall patterns and maintain water quality by regulating the water [51].

Africa's forest cover now stands at approximately 650 million hectares, down from around one billion hectares. Forests in Africa provide vital resources for local communities and are vital for biodiversity and ecosystem services. [14] By strengthening climate resilience, they assist communities in adjusting to the effects of climate change, including floods and droughts [7]. Particularly in rural areas where a large number of people depend on forests for subsistence, the forestry industry makes a substantial contribution to the continent's GDP and employment [52]. Furthermore, forests are culturally significant to many African communities, where they are used for customs and ceremonies [26].

Similarly, according to [37], a century ago, Ethiopia had significant forest cover, estimated at around 40% of its total land area. However, recent estimates indicate that Ethiopia's forest cover is 23.6% [8]. In order to counteract deforestation and improve carbon stocks, the nation has pledged to undertake significant afforestation and reforestation projects as part of its climate action plan [10]. Ethiopia's economy also benefits from the forestry industry, as many rural communities rely on forest resources for fuel, food, and income.

Forest degradation and deforestation increase in an alarming rate due to different causes. To prevent this damage various international agreements have been made to protect, preserve and use this important forest. One of the agreements is to reduce the emission of greenhouse gases. United Nations Framework Convention on Climate Change (UNFCCC) created the REDD+ (Reducing Emissions from Deforestation and Forest Degradation) framework to combat climate change by lowering emissions from deforestation and forest degradation in developing nations to combat climate change limiting Green House Gases emission [46, 47].

To prevent global warming developing countries are expected to contribute to climate change alleviation actions in the forest sector by activity different activities. Raising awareness is essential for involving stakeholders and local community's members to take an active role in forest management and protection by fostering a sense of responsibility in them [15, 22, 23]. They can understand the importance of forest conservation and the workings of REDD + Initiatives. [48]

Having a sufficient and an appropriate knowledge and attitude about forest degradation and climate change play a crucial role to prevent GHGs emission to the atmosphere. [35,

43] This knowledge is especially crucial in areas where forest resources play a major role in livelihoods and have degraded lands. This will increase understanding and ownership of the program by various actors at different levels. [11]. The proper application of awareness-raising techniques in Enmore district can help to achieve the project goal.

Strategic communication has an encouraging influence on the organization's capability to successfully realize all its operations, missions, and goals and to build public awareness and comprehension of its objectives and mechanisms [4, 19, 32, 40]. The pursuit of managerial integration of communication with the goal of increasing efficiency is sometimes construed as strategic communication. According to [1, 4, 28], strategic communication programs are attempts to change or improve the audience's level of knowledge and to engage the stakeholders, [16, 38] how they interpret the topics being discussed, and the behavior that results from the words spoken. Strategic communication is a process that is based on the organization's strategic plan and facilitates the implementation of those plans through channels of communication [2, 29].

The residents of Enor district have indigenous knowledge about the benefit of forests because most of them used eucalypts tree for their economic supports. REDD+ aims to raise awareness about the role of forests in combating global warming, which contributes to various global issues. It is essential for the residents of Enore to understand how effective land management can help safeguard their environment. To achieve this objective using proactive communication strategy in local area is important.

2. Methodology

The data were collected concurrent transformative process of qualitative and quantitative approaches [5, 24, 41] by using questionnaire focus group and discussions, interview [3, 50] were conducted with 100, 37 and 10 respectively. The sample of kebele selected by systematic sampling technique but the respondents were selected by simple random sampling. The sources for this study included both primary and secondary data. The primary data was collected from the local community of the district, community leaders, and leaders of REDD+ and EFD at the federal level. The sample size used Yeman 1967 formula precision (e^2) is 0.1. The secondary data had been obtained from various printed and online documents. [30] These data were analyzed using mean, frequency and percentile intensively.

3. Findings and Discussions

Findings of effectiveness of specific communication channels used by the REDD+ program

The significant majority (64%) replied that they were familiar with REDD+ programs in their community. This indicates a relatively high level of awareness regarding these environmental initiatives. These initiatives focus on reducing emissions from deforestation and forest degradation, promoting conservation, sustainable management of forests, and enhancing forest carbon stocks. However, it also indicates that there is still a notable portion of the population (36%) that remains unaware. This gap highlights the need for improved outreach and education efforts to engage those who are not yet informed about these initiatives.

In addition to this when FGD participants asked about their awareness in REDD+ and source of information discussant one state that

Yes, we know. It's about restoring the land. It involves forest development. We get information about forests and other matters through in-person training sessions in their area. The other participant explained that "I know about it partially. I

think this project is to prevent soil erosion, expand forests, prevent people from destroying forests, and make our environment fertile. For my part, I heard about REDD from guests who came and said that the area was selected for development. The teaching is good, (---). Conversely, during the group discussion held one of FGD discussants state that "I do not know much about REDD. I guess it's because I do not attend meetings often, as I am busy with work and moving around. But when I am present, I participate in development, and it is good.

It can inferred that there are some communities who know about the REDD+ project. They assert that they get information in person. But other parts of the community who cannot get opportunity of community meeting have not knowledge about the project. This shows that the source of information to know about REDD+ in this district is personal meetings.

Table 1. Effectiveness of different channels.

Communication methods	VE		E		N		In		VIN		Total%
	FR	%	FR	%	FR	%	FR	%	FR	%	
Community meetings	45	45	43	43	7	7	5	5	0	0	100
Flyers/Printed materials	4	4	11	11	24	24	45	45	16	16	100
Radio broadcasts	3	3	16	16	18	18	46	46	17	17	100
Social media	7	7	22	22	20	20	34	34	17	17	100
Face-to-face interactions	64	64	25	25	3	3	7	7	1	1	100

Source: field survey (2025)

key: VE- very effective, E-effective, N –neutral, IN-ineffective. VIN-very ineffective, FR –frequency&%

One key finding reveals that face-to-face interactions were rated as highly effective, with 89% of participants responding positively. This preference aligns with demographic data showing strong community ties and long-term residency patterns, underscoring the importance of personal engagement in building trust and understanding for REDD+ initiatives.

Similarly, community meetings emerged as another highly effective channel, with 88% of respondents rating them as either "very effective" or "effective." These results demonstrate that direct participatory approaches through community gatherings significantly enhance engagement and comprehension among members, making them essential strategies for successful REDD+ implementation. The other channels were

flyers and printed materials received the lowest ratings overall, with 61% of respondents considering them ineffective or very ineffective. This indicates that printed materials may not resonate with the target audience, possibly due to low literacy levels or a lack of interest in written communication. As such, relying solely on this method could limit the project's outreach and effectiveness. Moreover, radio broadcasts also did not fare well, with a total of 63% rating them as ineffective or very ineffective. Despite being a common medium for disseminating information in many communities.

Finally, social media appears to have a mixed reception, with only 29% finding it effective or very effective.

Table 2. Channels used for awareness creation.

Channels used by REDD+ awareness	SD		D		N		A		SA		Tot	
	F	%	FR	%	FR	%	FR	%	FR	%	%	%
I get information about REDD+ through radio or television	39	39	28	28	16	16	10	10	7	7	100	
I find social media posts related to the REDD+to understand about it.	23	23	31	31	21	21	17	17	8	8	100	
Printed materials provided by the REDD+are useful for learning.	18	18	27	27	22	22	24	24	9	9	100	
The frequency of communication through community meetings is adequate.	2	2	20	20	14	14	47	47	17	17	100	
I prefer receiving information about REDD+ programs through social media or SMS over other channels	9	9	21	21	23	23	37	37	10	10	100	

Source: field survey 2025

Key: SA-strongly agree, A-agree N-neutral, D-disagree, SD-strongly disagree, FR-frequency,%

The above table Survey results indicate that local radio and TV are largely ineffective for disseminating REDD+ information, with 67% of respondents expressing disagreement about their usefulness and only 17% agreeing. Social media's impact is mixed: while 31% view it as ineffective and 25% as effective, nearly half (47%) of respondents still prefer receiving information via social media or SMS, suggesting strong potential if these channels are better tailored to audience needs. Print media, such as brochures and flyers, is also seen as relatively ineffective, with 45% expressing skepticism and just 33% in favor. In contrast, community meetings emerge as the most effective communication channel, with 64% agreeing that the frequency of such meetings is adequate and only 22% expressing disagreement, highlighting their strong value in raising REDD+ awareness.

From contents analysis parts indicate that Enore district REDD+ had not used social media for awareness creation. Moreover, the researcher analyzed the web of REDD+project at federal level which calls "www.ethiopiareddplus.gov.et". It is almost stop to upload since 2018 and their face book "REDD Ethiopia" the last uploading also June, 2022. This shows that digital media has not get attention in the capacity building practices in the project.

According to the qualitative data obtained from 10 informants result of interviewee the REDD+ program employs multiple communication channels, including face-to-face meetings, radio broadcasts, printed materials, and occasional use of social media. Out of the ten respondents, eight emphasized that in-person communication is the primary and most effective method for raising awareness (Respondents 1, 2, 3, 4, 5, 8, 9, 10). However, gaps were noted in reaching grassroots communities due to limited use of digital media and inconsistent dissemination through other channels like flyers and radio. For example, while Respondent 7 high-

lighted the use of diverse media such as community radio and television to reach broader audiences, Respondents 1 and 5 criticized the lack of a comprehensive media strategy. These findings suggest that while in-person methods are effective for direct engagement, expanding the use of diverse media could enhance the program's reach and inclusivity

Discussion of Objective One

This section explores the effectiveness of communication tools used by REDD+ to create awareness of the community. Face-to-face interactions (89%) and community meetings (88%) are perceived as the most effective communication methods. Flyers/printed materials (61% ineffective or very ineffective) and radio broadcasts (63% ineffective or very ineffective) received the lowest ratings. Social media has a mixed reception (29% effective or very effective). These findings alluded that [31]. most of respondents (94%) said that they learned about REDD+ through community meetings and workshops.

Besides, it harmonizes with [20, 39] reports that non-formal education, such as training and forestry extension programs, has a greater impact on knowledge and attitudes. This underscores the necessity of community empowerment to enhance local capacities. Moreover, this finding aligns with [21]. description that development communication plays a major role in information distribution in developing countries and other parts of the world [49]. Communication does not only inform but also influences the behavior of the receiver of information. PDC allows people to become more involved in the community and make decisions together about things that the community shares, like the environment and forestry. Effective development communication should motivate people to participate in planned activities. Additionally, this study findings met with [44] noted that Knowledge sharing through formal channels such as technical workshops and conferences

is only one amongst many effective channels. REDD+ receives much less coverage than some other climate change issues in mainstream media in Vietnam.

The study examine the awareness of community about the project a significant majority (64%) of respondents were aware of REDD+ programs in their community. However, 36% remained unaware, highlighting the need for improved outreach. Community meetings are the most significant source of information (56%). Social media has limited effectiveness (15%). Local governance announcements have a modest presence (8%), while NGOs have a low presence (4%). Print media is not effective (3%) only. This finding conforms that [17]. suggest that non-penetrating and inadequate communication channels can affect the awareness of the local community. According to him forest communication requires different types of media to penetrate into people's minds and requires a lot and frequency of information. It also agrees with the recommendation of [42]. suggestion forest information must be distributed among stakeholders via various channels of communication for projects to have effective communication. Websites, emails, phone calls, video and web conferencing, and print materials

Many respondents disagree that they get information about REDD+ through radio or television. Social media and printed materials have slightly negative perceptions. There is a preference for digital communication channels like social media and SMS, even though their current effectiveness may be inconsistent. However, REDD+ in Enore district has not used social media for awareness creation. The REDD+ project website at the federal level is almost inactive since 2018, and their Face book page has not been updated since June 2022, indicating that digital media has not received attention in the project's capacity building practices. This study result conforms to [36]. explained that new information must be presented to the public in an engaging manner and connected to particular activities. Social media can be used to reach target audiences and explain the idea and function of forests to the younger generation metalong-term and consistency objectives. On the other hand, the adoption of innovative tools and technologies can facilitate better engagement and information dissemination, making communication more effective overall [18]. Additionally, it agrees with [45]. explanation that when choosing media channels in this digital age, we should take into account the time, the content's message, and the audiences' demographics. Communication activates it is important to ensure that they are accessible, actionable, credible and trusted, relevant, timely and understandable by the audience

Findings on the relevance, clarity, participatory nature, and consistency of the messages conveyed by the REDD+ program.

Most participants (75%) reported receiving updates either rarely (49%) or not at all (26%). Only 14% indicated they received information on a quarterly basis. This highlights a significant lack of regular and consistent communication about REDD+ activities. Since effective communication is essential for fostering engagement and awareness, the infrequent updates suggest that many community members may not be sufficiently informed about the program's ongoing efforts.

A majority of respondents (71%) found REDD+ program messages clear and understandable across communication channels, indicating that current strategies effectively convey key information. This high level of clarity suggests that the chosen methods such as workshops, social media, and newsletters are well-adapted to the audience's preferences and needs. The results affirm the success of existing outreach efforts in ensuring message comprehension. Despite the positive feedback, a notable 29% of respondents feel that the messages are not clear.

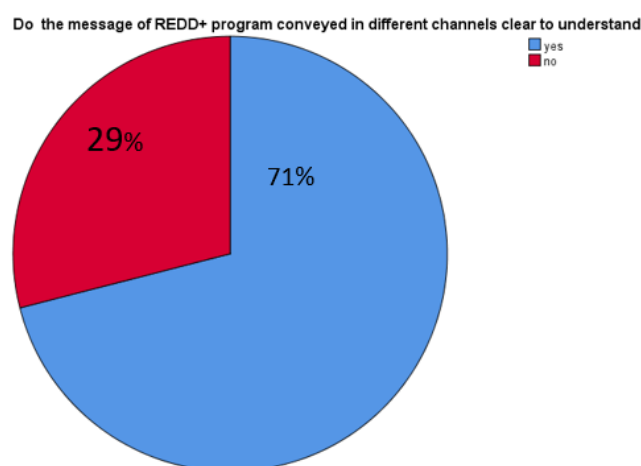


Figure 1. Clarity of messages.

The study aimed to uncover obstacles to effective communication within the project. Results showed that a majority of respondents (62%) cited limited media access as a major challenge, suggesting that many people may not receive enough information about REDD+, potentially affecting their understanding and involvement. Additionally, 57% pointed to limited community engagement, indicating a lack of opportunities for residents to participate in discussions or decision-making related to REDD+. About 32% mentioned language barriers, and the considerable variation in responses suggests that language challenges affect some participants more than others

Table 3. Challenges of accessing information.

	N	Minimum	Maximum	Mean	Std. Deviation
Language barriers	100	0	1	.32	.469
Lack of access to media	100	0	1	.62	.488
Limited community engagement	100	0	1	.57	.498
Misinformation	100	0	1	.16	.368
complexity of information	100	0	1	.18	.386
Others	100	0	1	.02	.141
Valid N (listwise)	100				

Source: field survey (2025)

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engagement, indicating a lack of opportunities for residents to participate in discussions or decision-making related to REDD+. About 32% mentioned language barriers, and the considerable variation in responses suggests that language challenges affect some participants more than others

Table 4. Messages relevance, clarity and consistence.

Messages relevance, clarity and consistence	SD		D		N		A		SA		Tota%
	FR	%	FR	%	FR	%	FR	%	FR	%	
The messages of REDD+are relevant to my community's needs	0	0	5	5	11	11	37	37	47	47	100
I find the information provided by the REDD+to be clear and easy to understand.	0	0	6	6	11	11	56	56	27	27	100
The update messages from REDD+ were consistently disseminated.	4	4	19	19	17	17	43	43	17	17	100
The messages from the REDD+are consistent across differentchannels.	21	21	42	42	13	13	13	13	11	11	100
I feelthe communicationadequately addresses about deforestation	5	5	6	6	9	9	30	30	50	50	100

Source: field survey (2025)

Key: SA-strongly agree, A-agree N-neutral, D-disagree, SD-strongly disagree, FR-frequency, and %

The data provided reflects respondents' perceptions regarding the relevance, clarity, and consistency of messages conveyed by the REDD+ program. The respondents were asked to indicate their level of agreement with the project communication strategies and practice for effectively conveying a clear message consistently. The result shows that a significant majority (84%) of respondents agree that the messages from the REDD+ program are relevant to their community's needs. This suggests that the program is effectively aligning its communication with the priorities and

concerns of the target audience. While a majority (83%) find the information clear and easy to understand, there remains a notable portion (17%) who is neutral or disagree. This indicates room for improvement in simplifying messages or providing additional context to enhance clarity. However, responses are mixed regarding the consistency of message dissemination, with only 60% agreeing that updates are consistently shared. The significant percentage (23%) who disagrees or is neutral suggests a need for improved coordination in

Discussion of Objective Two

Analysis of the data revealed that the majority of respondents validated that the lack of access of media and limited community participation seen as barriers of awareness creation. These study findings match to [31]. report significant communication barriers impacting the awareness of REDD+ in a climate change mitigation project in Chyulu Hills, Kenya inadequate communication infrastructure and misconception which hinder the successful adoption of REDD+ programs. And also conforms with [6]. disclosed the poor information infrastructure in the majority of African countries does not bode well for any meaningful climate change impact due to poor information services

A significant majority (75%) of respondents receive updates on REDD+ programs rarely or never. This indicates a substantial gap in the frequency and consistency of communication. These findings alluded to [17] which report forest sector communication needs consistence information and a lot and frequency of information delivery strategy which can catch the mind of the community and the stakeholders as a whole. This result coincide the idea of updating information which suggested by [12]. to use mobile applications to convey real-time updates, interactive maps of tree planting locations, and educational content empowering individuals to take action in different activities. And align with [27, 34]. reports that strategic communication content should consistently and accurately convey messages and stories to effectively inform the target audience, influencing their thoughts, feelings, and actions.

About two-third (71%) of respondents find the messages related to REDD+ programs clear and understandable. However, 29% of respondents find the messages unclear. While the REDD+ program generally conveys relevant and clear messages, there are significant issues with the frequency and consistency of communication. This findings also conforms to [25] reported messages should be written with the intended audience in mind. Generally speaking, communications should be brief and written in simple terms, avoiding acronyms and technical jargon wherever feasible. Besides, it

also alluded [25] suggest key messages are tailored for priority audiences and delivered through the most appropriate communications channels to reach those audiences emphasize that Communications channels should be chosen based on an analysis of the types of media being used by priority audiences strengths and weaknesses of the REDD+ communication approaches in awareness creation.

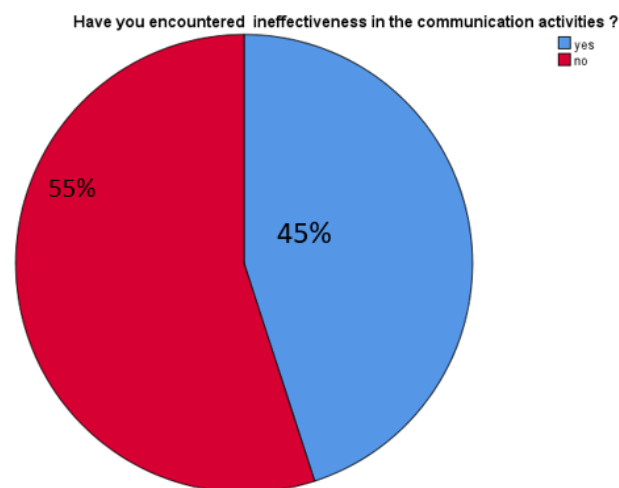


Figure 2. Effectiveness of communication.

As illustrated in 2 the survey data captures participants' views on the effectiveness of a program's communication activities, possibly within a REDD+ initiative or a comparable project. Responses were divided into two categories: "no" (indicating perceived effectiveness) and "yes" (suggesting perceived ineffectiveness). The results revealed that 55% of participants consider the communication efforts effective, while 45% consider them ineffective. This near-even split suggests a slight majority approval, indicating a generally favorable perception of the communication strategies.

Table 5. Effectiveness of communication strategies.

Communication effectiveness	SD		D		N		A		SA		Total%
	FR	%	FR	%	FR	%	FR	%	FR	%	
The communication strategies used by the REDD+ program have effectively raised my awareness	0	0	6	6	11	11	56	56	27	27	100
There are significant gaps in the information provided by the REDD+ program	3	3	26	26	19	19	42	42	10	10	100
Feedback from community members is incorporated into the REDD+ communication strategies.	14	14	32	32	22	22	24	24	8	8	100
I believe that the current communication approaches used by the REDD+ program could be improved.	3	3	8	8	6	6	40	40	43	43	100

Communication effectiveness	SD		D		N		A		SA		Total%
	FR	%	FR	%	FR	%	FR	%	FR	%	
I am satisfied with the communication efforts of the REDD+ program in my community	13	13	37	37	20	20	16	16	14	14	

Source: field survey (2025)

Key: SA-strongly agree, A-agree N-neutral, D-disagree, SD-strongly disagree, FR-frequency, &%

A majority (83%) of respondents believe that the communication strategies have effectively raised their awareness about REDD+. This indicates that the program is largely successful in informing the community about its initiatives. However, the other responses indicate that 52% of participants perceive significant gaps in the information provided by the REDD+ program. This highlights a critical area for improvement, as a substantial portion of the audience feels inadequately informed.

The other question was feedback perception about the project awareness creation program. A significant majority (46%) of respondents feel that feedback from community members is not adequately incorporated into the communication strategies. This suggests disconnect between the program and its audience, indicating a need for better engagement and responsiveness to community input.

In addition, respondents indicated their feeling the improvement of the existing communication strategies of the project a combined total of 83% of respondents. They believe that the current communication approaches could be improved. Furthermore, the satisfaction levels are notably low, with only 30% expressing agreement regarding their satisfaction with communication efforts.

The member of the FGD said:

I think that would be the right approach they used before. Previously, the community only planted eucalyptus trees, but now, due to this awareness, they have started planting other tree varieties for timber and shade." Besides, the other participant briefed "In my opinion, it would be better to inform the youth through social media and others through training and radio. For the future, I have a suggestion that information should be made available to the entire community, and the training should not be limited to a few kebele leaders. The work should also be expanded.

In the last five years reports have not clearly indicated how many people receive information about it through various media channels. The report only shows that different training has been provided for different sector experts, house of people representatives, and federation councils. Additionally, newsletters have been distributed to house of people representatives, federation councils, and experts in English language. The reports explain the forestry-related livelihoods created, the quality of different seedlings produced, and the extensive areas of degraded land rehabilitated. However, nothing is

mentioned about how these activities information reach stakeholders and the entire community.

However, Over the past five years, this project has provided numerous capacity-building trainings, benefiting over 1.6 million people, as indicated by reports from 2019-2024. However, the reports highlight that there has been limited engagement of local media regarding these trainings and their impact on communities. The lack of coverage and ineffectiveness of social media may be due to insufficient communication strategies employed by professionals in the field, which is a significant reason for this gap.

The interviewee alluded that there is an issue strength and weakness in REDD+ awareness creation. The REDD+ program demonstrates several strengths in its communication approaches. Seven respondents highlighted successful collaboration with stakeholders such as NGOs and government bodies to share experiences and resources (Respondents 1, 2, 4, 5, 6, 8, and 10). The introduction of new tree species for agroforestry and income generation was also widely praised (Respondents 1, 4, 6). However, significant weaknesses were identified by six respondents (Respondents 1, 2, 4, 5, 6, and 9). These include budget constraints limiting media outreach and training sessions and the lack of a dedicated communication strategy or personnel in some areas. For example, Respondents 7 and 9 noted that communication efforts stalled after the loss of a communication specialist. These findings suggest that while the program has strong foundations in stakeholder collaboration and innovative practices like tree planting initiatives, addressing resource limitations and organizational gaps could significantly enhance its effectiveness.

Discussion of Objective Three

While implementing any activity different weakness and strength may occur in different levels. As discussed in detailed, under awareness creation activities has been explained some challenges. Result proves 55% of respondents perceive the communication activities as effective, while 45% perceive them as ineffective. This indicates relatively balanced perception split, suggesting both strengths and weaknesses. The outcome of the study conforms to [13] who suggest lack of awareness and weak management are major causes for the deforestation and degradation of natural resources in Ethiopia. A majority (83%) of respondents believe the communication strategies have effectively raised their awareness about REDD+. This is a significant strength. However, 52% of

participants perceive significant gaps in the information provided. This is a critical weakness. The findings agree with [31] who states that the effectiveness of various communication strategies differed, with community engagement emerging as the most effective and favored approach.

Almost half 46% of respondents feel that community feedback is not adequately incorporated into communication strategies of REDD+. This indicates a lack of participatory communication. Therefore, a large majority (83%) believe the current communication approaches could be improved. They highlighting a strong desire for change because Satisfaction levels are low. This findings conforms to [4] that advice to use a communication channel influenced by its ability to transmit different meanings simultaneously, to facilitate feedback, and to concentrate information individually there is a strong emphasis on an individual-oriented media universe.

4. Conclusion

Based on the findings, the researcher has drawn the following conclusion:

This study demonstrates that community meetings and face-to-face interactions are the most effective communication strategies for REDD+ initiatives, as they enable direct dialogue, immediate feedback, and meaningful participation. These methods prove particularly successful because they align with local communication norms and allow communities to contribute their vital knowledge of forest ecosystems. However, persistent communication barriers undermine these efforts. Limited media access excludes remote households from critical updates, inconsistent messaging creates confusion about REDD+ goals, and language gaps prevent marginalized groups from fully engaging. Each barrier has distinct consequences: for instance, poor message consistency leads to uneven adoption of conservation practices, while language barriers disproportionately exclude indigenous knowledge holders.

To maximize REDD+'s impact, the project must address these challenges systematically. This includes tailoring messages to local dialects, establishing regular feedback loops through community liaisons, and strategically supplementing in-person methods with accessible media (e.g., local-language radio broadcasts during peak listening hours). By resolving these specific barriers, REDD+ can better leverage communities' expertise as forest stewards, ensuring conservation strategies are both inclusive and sustainable. Ultimately, the project's long-term success depends on recognizing communication not just as a dissemination tool, but as a foundation for equitable partnership.

Abbreviations

EFD Ethiopian Forest Delopmelopment

GDP Gross Domestic Product
NGOs Non-Governmental Organizations
REDD Reduction Emission Deforestation and Degradation, Plus the Sustainable Management of Forests, and the Conservation and Enhancement of Forest Carbon Stocks in Developing Countries

Acknowledgments

I owe a special thanks tohonorable KebedeYimam, KassahunWedajo (PhD, Mulu Wale, and AyneAbebaGetu for doing everything they possibly could to help me get to where I am now. Next, myappreciation also goes to AlemayehuIsayas (PhD), DelelegnEshete, MelakuGetachew, AbebuFente, and-Finally, I would like to acknowledge Enore district resident andthe staff at REDD+ projectwho willingly shared their time and experiences for this study.

Conflicts of Interest

The authors declare no conflicts of interest.

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