

INCLUSIVE LAND REGISTRATION AND THE CRITICAL ROLE OF SOCIAL DEVELOPMENT OFFICERS

A handbook for program design and implementation



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ABBREVIATIONS

CSO	Civil society organization
DFID	Department for International Development
FLLC	First-level land certification
LIFT	Land Investment for Transformation
PAC	Public awareness and communication
SDO	Social development officer
SLLC	Second-level land certification
SNNPR	Southern Nations, Nationalities and Peoples' region
VG	Vulnerable group
WGGTF	Woreda Good Governance Taskforce

INTRODUCTION

Despite good intentions, rural land registration schemes have often failed to reach women and other vulnerable people—revealing the need for more inclusive strategies that target these groups and strengthen their land tenure security. One such strategy has emerged in Ethiopia where the Land Investment for Transformation (LIFT) program, managed by DAI, has prioritized the recruitment of social development officers (SDOs), young graduates who play a critical coordinating role in the implementation of gender-equitable and socially inclusive approaches to land registration.

The SDO strategy has successfully extended the reach of second-level land certification (SLLC) in Ethiopia, a systematic approach to the registration of rural land parcels, which collates both textual and spatial data on landowners and their land holdings. In particular, SDOs have helped to address a major challenge facing previous registration efforts—the planning and implementation of timely and effective public awareness and communication (PAC) strategies targeting women and other vulnerable people.

This guide, informed by the success of the SDO strategy in Ethiopia, identifies lessons learned and outlines critical steps that other countries can apply to their own rural land administration programs as they strive to ensure these programs become more gender and socially inclusive. The document provides a valuable learning resource that is consistent with DAI's commitment to helping governments and communities implement inclusive land programs.

Land tenure is a core thematic focus of DAI's work. The company has an in-house land tenure team that works across all types of tenure systems—customary, private, and public—to strengthen the security and rights of land users. DAI focuses on matching appropriate reforms and capacity building in each context in cost-effective ways, working with and through local institutions in an integrated fashion. Our work supporting governments to undertake systematic large-scale land registration programs is unparalleled. DAI has helped demarcate and register more than 23 million parcels of land worldwide since 2009. In all DAI land reform work, gender, social inclusion, and related safeguards are central considerations and the organization maximizes local participation and ownership.

This document is structured into eight main sections. The introduction provides background information on the LIFT initiative. The proceeding sections outline the steps countries can take to initiate more inclusive and participatory forms of land registration through the use of SDOs, or similar approaches adapted to local contexts. These steps include preliminary planning workshops, capacity strengthening, the mapping of vulnerable groups, public awareness meetings, public awareness messaging, strategic communication products, and monitoring and reporting.

Supporting vulnerable and disadvantaged groups

Without strengthening the land tenure rights of all societal groups, we risk increasing inequality and exacerbating the economic marginalization of disadvantaged groups. The land tenure rights of women are often granted at the discretion of male relatives, and others, such as the elderly, orphan children, and people with disabilities, may have only limited power to maintain rights over their land. Given that landholders have to be present during the critical adjudication, demarcation, and public display stages of land registration programs, additional support should be provided so that women, the elderly, disabled people, and pregnant or nursing women are able to attend and participate in these critical events.



Image: Land Investment for Transformation (LIFT)

The LIFT program



Funded by the UK's Department for International Development (DFID), the LIFT program is a seven-year £72.7 million initiative launched in 2013 to enhance economic growth and improve the incomes of the rural poor in four regions of Ethiopia: Amhara, Oromia, the Southern Nations, Nationalities and Peoples' Region (SNNPR), and Tigray.

The initiative works with Ethiopia's Rural Land Administration and the Ministry of Agriculture and Livestock Resources to secure land tenure and enhance farmer access to opportunities to invest in and improve their land. It is based on the premise that if landholders have security of tenure, they are more likely to invest in their land and agricultural practices, thereby improving the quality of their produce and raising their incomes.

LIFT enhances rural land tenure security through land certification and by developing improved rural land administration systems. LIFT also champions a market systems approach, which is designed to catalyze household tenure security, leading to investment, and improved land productivity and income. This unique approach represents a first for a land reform program on this scale.

What is SLLC?

During the 1990s, Ethiopia launched a large-scale land demarcation program now known as first-level land certification (FLLC). Although a success in terms of its scale and reach, FLLC certificates only contained limited information on parcel size and landholder details, lacking details on land boundaries. It also failed to establish a land administration system that recorded subsequent land transactions, meaning that many certificates became out-of-date. In response, second-level land certification (SLLC) ensured that through the demarcation process, the details of landholders (textual data) as well as their boundary parcels (spatial data) were verified and documented. Furthermore, the program has put in place land administration systems and procedures for recording subsequent land transactions, ensuring that the land register is accurate and up to date.

SECOND-LEVEL LAND CERTIFICATION

Public awareness raising



Production of field materials



Demarcation and adjudication of land parcels



Data entry and parcel digitisation



Public display (verification and corrections)



Approval of register



Printing of certificates



Distribution of certificates

LIFT has four main components: **securing land tenure rights** through SLLC to over 6.1 million households, making it one of the largest land registration programs in the world; **developing an improved rural land administration system** to manage tenure changes; **increasing the economic benefits of land holdings**, by reducing the barriers that prevent households investing in their lands; and **creating an enabling policy environment** through the production of evidence-based policy briefs, strategies, and recommendations.

The program follows a series of standard procedures that are designed to promote awareness, confirm boundaries, build consensus, and reduce the incidence of land disputes (See figure: "Second-level land certification"). These procedures are: **public awareness**, informing landholders about the benefits of SLLC and the processes involved; **production of field materials**, ensuring field teams have index maps and adjudication and dispute forms; **demarcation and adjudication**, gathering landholders' personal details and surveying parcel boundaries; **data entry**, entering the textual and spatial data collected by field teams into a database; **public display**, displaying the data to landholders at public display events and recording any objections or corrections; **approval of register**, providing official confirmation of the registration parcels; **printing of certificates**, printing certificates that confirm official approval of land ownership; and **distribution of certificates**, distributing the certificates to landholders.

COORDINATING LAND REGISTRATION

SDOs are young graduates or similarly experienced individuals who play a critical coordinating role alongside technical and survey teams in land registration programs. Their key responsibility is to support the registration process to ensure that the rights of all land holders—particularly women and vulnerable people—are recorded fairly. In the LIFT program, their responsibilities have included forging strong collaborations with relevant stakeholders to seek their proactive engagement; providing leadership awareness training at district and sub-district levels; enhancing the public awareness of land holders; reaching out to women and vulnerable groups who may not have access to public information;

overseeing the mapping of vulnerable groups; and monitoring progress. They also manage and oversee the activities of other stakeholder groups.

Although land certification is primarily the responsibility of land registration offices, the protection of land rights often involves a wide range of alternative stakeholder groups with responsibilities that cover administration, management, advocacy, capacity development, and monitoring and reporting. While the table below is based on the approach in Ethiopia, it has also been adapted to be consistent with existing land registration and administration systems in other African countries and worldwide.

KEY STAKEHOLDERS AND THEIR RESPONSIBILITIES

STAKEHOLDER	MAIN RESPONSIBILITIES
District and sub-district administration offices	District administration offices oversee and monitor PAC activities and their integration into wider registration plans at the district level. Those at the sub-district level enroll participants in sub-district leadership training, ensure women are well represented, support and monitor public meetings, and provide timely evidence for landholders requiring proof of their land rights.
District-level land administration office	District-level land administration offices conduct leadership training within local communities, ensure that separate meetings are held for women and men, and enforce the involvement of women in male-headed households. They also clarify land registration processes with women and vulnerable groups and work with judicial authorities to transfer land rights.
District-level offices for social affairs, including those devoted to women and youth	District-level offices for social affairs identify vulnerable groups, ensure these groups are involved in land registration processes, and facilitate legal aid and counseling.
Judicial authorities	Judicial authorities confirm whether vulnerable groups have requested the official representation of their caregivers, ensure they can access the legal aid they need, and help to avert land-related disputes. District-level courts apply criminal codes when land rights violations affecting women and vulnerable groups are discovered, and ensure that cases involving these groups are prioritized and given sufficient attention.
Village-level land administration committee	The committee mobilizes landholders to participate in public awareness meetings, verifies data in field registration forms, and facilitates dispute resolution processes. The committee also disseminates information about the benefits of land registration and ongoing registration activities.
Sub-district PAC teams	PAC teams disseminate information at sub-district levels and ensure this information reaches women and vulnerable groups. The teams also support the SDO in mapping vulnerable groups.
Civil society organizations (CSOs), community networks, village elders, and women's representatives	These groups provide timely and accurate information related to land registration programs, support women and vulnerable groups during the land registration process, and ensure their needs are addressed and prioritized. They may also help to identify vulnerable groups and connect them to places where they can access the support they need.
Health extension workers, school directors, and places of worship	Health extension workers, school directors, and places of worship are useful information conduits. They inform vulnerable groups about land registration programs and promote their attendance at PAC events and adjudication and demarcation processes.

PRELIMINARY PLANNING WORKSHOPS

Preliminary workshops play a critical role during the early stages of land registration programs. They sensitize stakeholders on the challenges that women and vulnerable people face, galvanize local support and ownership, identify roles and responsibilities, and ensure workflows are clear and focused.



Before field activities commence preliminary workshops should be held with the following aims and objectives:

- Familiarizing local actors on land registration processes and their implementation.
- Explaining work plans and budgets at the district level.
- Raising awareness about the challenges that women and other vulnerable people face during land registration processes.
- Familiarizing attendees with inclusive land registration processes and the responsibilities of different stakeholder groups.
- Establishing relevant steering committees and defining relationships between the committees and other partners, organizations, and authorities.

During the workshops, SDOs present land-related problems that women and vulnerable groups face; highlight public awareness procedures and approaches targeting different groups; and establish an interface with relevant stakeholders. The participation of senior personnel from government ministries, departments, and regional offices can also help to mobilize support for land registration schemes.



Image: Feed the Future Tanzania Land Tenure Assistance (LTA)

STRENGTHENING CAPACITIES

Capacity strengthening can transform and empower individuals, leaders, organizations, and communities—and equip them with the skills and expertise they need to plan and implement inclusive models of land registration.



The SDO oversees a capacity-strengthening program—and, in some instances, facilitates training sessions—to introduce key concepts

of the land registration process and equip relevant stakeholders with the skills and knowledge they need to implement this process. Many of the training and orientation sessions target stakeholders at district and sub-district levels, where capacity is often limited and additional support is needed.

Best-practice teaching methods to facilitate and enhance learning include the use of storyboards and case studies to describe registration processes and demonstrate how challenges and minor disputes can be resolved; hands-on training in the field to introduce registration processes; instructional learning on the critical aspects of law and policy; opportunities for discussion and reflection; and tailoring training sessions to context.

Experience from LIFT suggests that the following training and orientations are effective ways to facilitate new learning. Elsewhere, training can be adapted to reflect distinct national, regional, and local contexts.



Image: Land Investment for Transformation (LIFT)

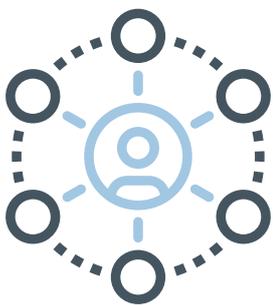
Training targeting land registration office staff at district and sub-district levels: helping field and back office staff to understand any relevant budgetary responsibilities; the roles and responsibilities of district and sub-district staff; issues related to registration processes; and raising awareness about the land-related issues that women and other vulnerable groups face, as well as how these groups can be more integrated into land registration programs.

Training targeting land administration officials and leaders at district and sub-district levels: equipping these groups with the skills and knowledge they need to mobilize landholders and support field teams. This training introduces land registration processes and the obligations of landholders; the land registration plan at the district and sub-district level; the challenges faced by women and other groups; and the required PAC interventions at every stage of the land registration process.

Orientations for community networks and leaders: explaining the responsibilities of community leaders during the land registration process; communicating and clarifying key messages; addressing misinformation and distortion; and providing instruction on how to conduct and facilitate meetings effectively. The orientation also instructs participants on the effective selection of village elders and women's representatives, who play a critical role in disseminating information and supporting women and vulnerable people through the land registration process.

MAPPING VULNERABLE GROUPS

Mapping vulnerable groups is an important exercise that helps to identify where people might be experiencing insecure land rights. It also ensures that women, the elderly, people with disabilities, and other vulnerable groups get the timely information they need to benefit from land registration processes.



SDOs facilitate the mapping of vulnerable groups across districts and sub-districts, working with PAC teams to gather the critical data that land registration programs require (See box: “Information captured by the mapping exercise”). The

PAC team is instrumental in this process, and includes district, sub-district, and community leaders, CSO leaders, and women’s representatives.

Every member of the PAC team is responsible for identifying vulnerable people within their neighborhoods, either during focused group meetings or during house-to-house visits. Through wider social connections it may also be possible to identify vulnerable people living outside a specific sub-district. During this process, it is important to explain to vulnerable people land registration processes and the important role they play in their implementation. Meetings and house visits also provide an opportunity to clarify the representatives of people with disabilities who can attend adjudication and demarcation on their behalf.

Information captured by the mapping exercise

- Names and locations (village) of elderly people and people with disabilities, along with their caregivers.
- Names and locations (village) of orphan children, along with their guardians or relatives.
- Names and locations of polygamous households.
- Localities where women acquired their husband’s name in place of their father’s name upon marriage.
- Localities where minorities of any kind live and experience problems related to land use and land registration.
- Persons unable to attend registration activities (nursing mothers, for example).

A list of vulnerable people is sent to a PAC team leader, and other relevant information is compiled in a report which the SDO can refer to when attempting to address any disputes or outstanding issues before land registration field teams are deployed. Mapping activities should take place at least one month ahead of the field team’s arrival—the vulnerable group list and report enable the field teams to trace and support vulnerable people during adjudication.



Image: Land Investment for Transformation (LIFT)

PUBLIC AWARENESS MEETINGS

Public awareness activities are essential to the smooth implementation of land registration processes and promote the participation of community leaders and landholders, including women and vulnerable groups. Public awareness activities typically start 30 days prior to the start of adjudication and demarcation to allow sufficient time for messages to be absorbed by the community and for any concerns to be raised.



Public awareness meetings provide an entry point to bring community members together, informing them about land registration processes. SDOs support a PAC team in facilitating

public awareness activities, in particular ensuring that women and other vulnerable groups attend. Meetings should be announced at key community events and important communal sites, such as churches, mosques, and cultural ceremonies, to maximize participation. The basic facilitation skills required for public awareness meeting facilitators are provided below (See box: “Basic facilitation skills”).

The SDO supports the team’s efforts to encourage both women and men to attend, and caregivers and guardians should ensure they can attend on behalf of vulnerable people. Based on the information provided in the mapping exercise, the SDO might even conduct an individual visit to a household to provide basic information and understand how the community, program, and local authority can better support individual participation.

Documenting real-life stories

Basic facilitation skills

- Greet participants in a locally accepted language and style.
- Introduce the team.
- Clarify the objective, methodology, and duration of the meeting.
- Use ordinary and simple words that local people can understand.
- Respect participants in words and actions.
- Treat them as partners during the land registration process.
- Value their knowledge and experience.
- Provide ample time for question and answer sessions.
- Listen and keep an open mind—hold any judgment and listen carefully to issues and concerns.
- Exercise patience in listening to different versions of a story—and if needed verify the information after the meeting.
- Be sensitive to religious practices and social norms.
- Keep to the agenda or topic—and if the discussion veers to a different topic or issue then politely steer the conversation back to the original topic.

Encouraging people to document and share land rights problems experienced by women and other vulnerable groups helps touch the minds of men and women alike to take bold action and participate in gender-sensitive and socially inclusive forms of land registration. It is important that PAC facilitators encourage participants to share their own experiences and learn from each other, and the SDOs should support them by identifying real-life cases to share. It is particularly important to find men who encouraged their wives to participate, and to support them to share their views and experiences. Men speaking to other men is often a powerful way of raising awareness and increasing women’s involvement.

Reaching women and vulnerable groups

It is also important to acknowledge that challenges and barriers may interact to undermine participation among some groups of people: people may have alternative commitments and, among those that attend, some may feel uncomfortable asking a question or voicing their opinion in public. In response, land registration programs can adopt a “cascading strategy”—holding general meetings and then subsequent meetings organized for specific groups.

A cascading strategy could be particularly useful in land registration programs targeting women. Experience from

Ethiopia shows that men tend to attend and participate in public meetings more than women. Given that women may often not speak in public (See box: “Barriers faced by women”), it is important to organize separate meetings and create more welcoming and inclusive spaces so they are able to effectively express their issues and concerns.

During these meetings, to encourage women’s participation further (See box: “Facilitation skills targeting women and vulnerable groups”), facilitators can hold a discussion after the main presentation and ask participants to share cases of land right violations they know about. If women do not offer these cases, the facilitator can bring cases they themselves are aware of to help them realize the importance of their involvement during land registration processes. Practical cases of women’s land rights violations can usually be collected from courts and judicial institutions. SDOs should also keep a diary of cases they encounter which can be shared at meetings and with PAC facilitators.

Barriers faced by women:



Women’s lack of participation in public meetings may not necessarily be due to a lack of information, but may be due to cultural and traditional barriers. In patriarchal systems, land and agriculture are often considered to be the domain of men; and

women may not participate in land registration even when they are well informed. Breaking this invisible, yet deeply ingrained, barrier can be difficult, as efforts could be met with stiff resistance even from women themselves.

Facilitation skills for meetings targeting women and vulnerable groups

- Be sensitive to the needs of women who are lactating or pregnant.
- Set aside separate or additional space/sessions for women/girls and other vulnerable groups, especially after a joint meeting to address issues relevant to their specific interests.
- Ensure the time and venue are convenient for women and other vulnerable groups.
- If there is a large number of participants—more than 10—then it is important to work in small groups to encourage discussion and dialogue.

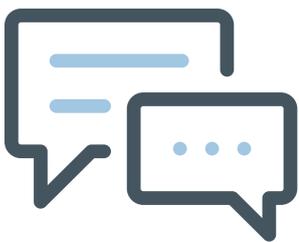


Image: Feed the Future Tanzania Land Tenure Assistance (LTA)

EFFECTIVE PUBLIC AWARENESS MESSAGING

Strategically tailoring public awareness messages to key stakeholder groups and land registration phases is an effective way of educating people on the importance of land certification, explaining key procedures, and mobilizing support.

Phase-segmented messaging



Information dissemination should pursue a phase-based approach, depending on the stage of land registration activity (whether demarcation and adjudication, for example, or public display and

certificate issuance). Timeliness is essential to ensure target audiences receive messages and are given sufficient opportunity to plan their schedules accordingly. Providing information all at once may result in mixed messages and lead to confusion. When information is shared prior to each phase it enables stakeholders and landholders to more effectively digest messages and pass them on to others.

SDOs are responsible for ensuring that accurate messages are delivered to landholders and other stakeholder groups. They also monitor the effectiveness of these messages, speaking with landholders afterwards to understand which messages were absorbed and which were not.

Messages tailored to land registration phase (based on the LIFT program in Ethiopia)

PHASE 1: Messages communicated during adjudication and demarcation

Landholders should be present at their parcel during adjudication and demarcation to ensure their land-use rights are maintained.

Landholders need to provide all relevant evidence to prove that the land belongs to them.

Spouses should appear in the field together to ensure their lands are demarcated.

Men have to produce evidence from relevant officials for women who cannot attend adjudication and demarcation due to late pregnancy or recent maternity.

Women should prioritize attending adjudication over other competing priorities.

Widowed women should register as holders of their deceased husband's land, and female siblings should register as joint landowners with their male siblings.

Landholders should present their photographs to field teams, and spouses and other joint holders should also produce and present their photographs where applicable.

Orphans, elderly people, and persons with disabilities who cannot be present at their land holdings for an acceptable reason should be represented by caregivers recognized by members of the Elders' Committee or local authority.

Guardians of orphan children need to produce relevant evidence verified by a court or other authority.



Image: Land Investment for Transformation (LIFT)

Messages tailored to land registration phase (based on the LIFT program in Ethiopia) *Continued...*

PHASE 2: Messages communicated during public display

Landholders should visit the public display site at the appointed schedule and verify textual and spatial data about their landholding status. They should be informed that any errors left uncorrected can cause land disputes and eventually lead to the loss of land-use rights.

If the recorded data are false, landholders should fill in a complaint form and submit it to dispute recorders.

Landholders should follow up with dispute recorders to ensure their data have been corrected.

Spouses should appear at the public display site together to verify facts.

Orphans, elderly people, individuals with disabilities, and others with acceptable reasons for absence during the public display should be represented by their caregivers or other legitimate agents when their land is adjudicated or demarcated. Representatives are required to verify the accuracy of data and record a correction if incorrect data is found.

Landholders should sign a form confirming their data are correct.

Spouses, including co-wives and other joint holders, need to sign the consent form.

The date and location of the public display site should be well communicated so that wives and other joint holders do not miss the display.

Messages tailored to land registration phase (based on the LIFT program in Ethiopia) *Continued...*

PHASE 3: Messages communicated for certification collection/ distribution

Landholders need to collect their land-use certificates. This is a key document ensuring land tenure security and landholding rights. They should check all information on the certificate is correct.

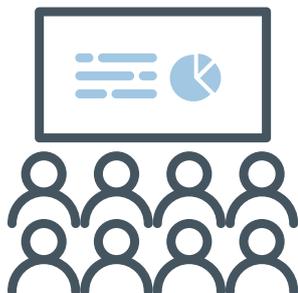
Landholders are required to attend the certificate distribution event and collect their land certificate.

Both spouses and other joint holders should report together to receive their certificates.

Orphans, elderly people, persons with disabilities, and others who cannot appear for a convincing reason should collect their certificates through legitimate representatives.

The date and the place for collecting certificates should be clearly communicated.

Audience-segmented messaging



It is also important to communicate tailored messaging to different groups that influence land ownership and land-use rights at the local level. These messages are particularly crucial in shaping how people think about and act upon the land rights

of women and vulnerable groups. Where appropriate it can be beneficial to quote from holy books to encourage compliance.

Messages tailored to influential and powerful groups

Messages for district and sub-district administrators and land administrators

The community trusts your impartial treatment.

Protecting the poor and the weak is a sign of high moral responsibility and wisdom.

Betraying people's trust for the sake of money, power, or connections undermines your integrity.

Messages for mediators

You are a mediator because the community trusts your impartiality.

Your actions could be unfairly biased against women due to socially or culturally constructed norms.

Women and men have equal rights that must be respected and put into practice.

Messages tailored to influential and powerful groups *Continued...*

Messages for husbands

Families have greater land tenure security when wives are aware of household assets and can contribute to decision-making.

If a husband migrates or is sick wives will be able to protect family interests if they have land rights.

If a husband dies the wife should know the location, boundaries, and other attributes of the family's land so she can assert her rights and those of her children.

Women are also farmers and it is important that they are recognized as land stewards. Allow them to attend land registration activities and express their rights.

Give women the opportunity to unleash their potential so they can generate benefits for their families and communities.

Allowing women to participate in land registration is an expression of manhood and modernity. It shows respect and acknowledges their human dignity.

Messages for wives

If a husband migrates or is ill, he must be represented by their wife.

If a husband dies, the wife should know the location, boundaries, and other attributes of the family's land so she can defend her rights and those of her children.

In some communities, when a husband dies, his family could challenge the land rights of his wife and children.

If divorce occurs, a divorced wife and her children should know what their share of the family's land is.

Women work outside the home. They are farmers. Therefore, they should know about the land they are farming and have their rights to the land protected.

Failure to attend the adjudication process and public display could have long-term consequences. Give priority to the long-term strategic interests of your household over short-term practical needs.

Messages tailored to influential and powerful groups
Continued...

Messages for fathers

Your male and female children have equal rights under the law.

Granting your daughter her entitlement will help her to live a dignified life when she has her own family.

When a husband and wife inherit property from their parents, they can engage in livelihood activities and lead a well-balanced, peaceful, and healthy life.

Messages for brothers

The law stipulates equal land rights for your female siblings.

The family is the basic unit of society. Why deny your sisters their rights and endanger family ties?

Defend the land-use rights of your sister.

Championing one's rights and respecting others is the foundation for peaceful relations within the family, the community and wider society.

Defending one's rights and respecting others is a sign of civility.

Messages for fathers-in-law

The law guarantees equal rights for women and men. You cannot deny your widowed daughter-in-law her land rights.

Your widowed daughter-in-law is the mother of your grandchildren and deserves your protection.

Children are better off when they are with their mothers and they deserve support.

Do you want to see your daughter-in-law and her children lose their land rights and live in destitution?

When daughters-in-law own property, they can provide a decent life for their children, establish good relations with family members, and maintain a good standing in the community.

Male and female children who are well-protected by their extended family, including their right to inherit land, are great assets for the country.

Messages tailored to influential and powerful groups
Continued...

Messages for brothers-in-law

The law guarantees equal rights for women and men. You cannot deny your widowed sister-in-law her land rights.

Your widowed sister-in-law is the mother of your nieces and nephews and deserves your protection.

Do you want to see your sister-in-law and her children lose their land rights and live in destitution?

Defending one's rights and respecting others is a sign of civility.

Protecting the poor and the weak represents high moral integrity.

Messages for guardians and caregivers

Respecting the land rights of orphan children, elderly people, or individuals with a disability is a sign of being a humane and responsible member of the community.

Protecting the poor and the weak shows high moral integrity and is socially, psychologically and spiritually rewarding.

Treat others as you wish to be treated.



Image: Land Investment for Transformation (LIFT)

COMMUNICATION PRODUCTS

Strategic communication products are needed to reinforce messaging and ensure key messages reach stakeholder groups. They should be displayed at prominent locations and distributed at public awareness events.

Communication products are used to introduce land registration concepts, outline procedures, and explain their importance. The examples below were used by the LIFT program in Ethiopia, but could be adopted and adapted to initiatives in other countries. The SDO supports field teams

and PAC teams to ensure the right communication products are displayed and distributed in appropriate places. SDOs should also observe which products are effective, report this to the appropriate management level, and make any necessary suggestions for changes and improvements.

COMMUNICATION PRODUCTS DEVELOPED FOR THE LIFT PROGRAM

Leaflet on landholder rights and obligations



A copy of this leaflet explaining the rights and obligations of landholders should be distributed to district and sub-district administration offices.

Leaflet for PAC team members



This leaflet defines vulnerable groups and explains what PAC teams can do to support these groups. It should be distributed to PAC members during their orientation.

Leaflet containing key messages on land registration processes



Leaflets outlining land registration processes should be distributed to key stakeholders so they understand the order of the processes and what each process entails. The SDO can distribute the leaflets when they convene stakeholders before each process and orient them on the activities that will take place.

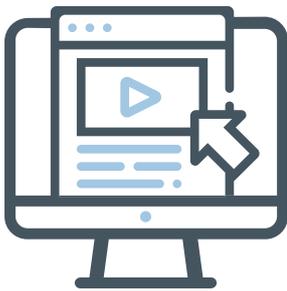
Posters



Posters containing specific messages for each land registration process (adjudication and demarcation, public display, and certificate collection) should be posted in visible and accessible locations.

EFFECTIVE MONITORING AND REPORTING

Identifying women and vulnerable groups, monitoring their inclusion in program activities, and reporting on the resolution of land disputes are all essential to assess the performance of land registration programs.



In order to trace and support vulnerable people during the adjudication process, field teams are provided with a vulnerable group map of their respective areas, which they verify during field visits. Any vulnerable people or women who were not

initially identified on the map are then included and their names and locations are reported to the SDO.

When vulnerable people face disputes during adjudication, community members and landholders should be asked to provide information independently, and field teams should also arrange a time and space for vulnerable people to speak freely without being harassed or intimidated. If the dispute cannot be resolved at the field-team level it can be registered as a “dispute” and a report is then compiled and sent to the SDO. The SDO should also conduct random visits or “spot checks” to observe the situation of vulnerable people and the support they receive from field teams.

Information regarding vulnerable groups whose disputes cannot be resolved by field teams is reported to the SDO and should be compiled and submitted to a higher authority. In the case of the LIFT program in Ethiopia, a Woreda (District) Good Governance Taskforce (WGGTF)—whose members include officials from the justice office, the police, and the land administration office—mobilize its members to visit communities, mediate disputes, and clarify land rights. In situations where disputes cannot be resolved by the WGGTF, cases are instead passed on to the justice office. If courts make fundamental errors when applying the law—which is not uncommon in Ethiopia—the SDO works with the Taskforce to advocate for the errors to be corrected.

Public advocacy and communication activities, the number of women and vulnerable people identified, and land recovered for women and vulnerable people are all reported on a monthly basis. The data are compiled in a standard form (See: “Template form for monitoring and reporting”).



Image: Land Investment for Transformation (LIFT)

TEMPLATE FORM FOR MONITORING AND REPORTING (BASED ON THE LIFT ETHIOPIA EXAMPLE)

NUMBER	ACTIVITY/ INDICATOR	NUMBER/ ROUND	TARGET BENEFICIARIES			REMARK
			MALE	FEMALE	TOTAL	
1.0	PAC Activities					
1.1	District-level general meeting conducted					
1.2	Sub-district-level general meeting conducted					
1.3	District-level women-only meeting conducted					
1.4	Sub-district-level women-only meeting conducted					
1.5	House-to-house visit by SDO					
2.0	Vulnerable group (VG) mapping					
2.1	Land-related VGs identified before adjudication					
2.2	Land-related VGs identified by field teams during adjudication and public display					
2.3	Land-related VGs identified during follow-up by SDO and WGGTF					
3.0	Parcels restored					
3.1	Number of land parcels restored for VGs					
3.2	Number of VGs whose land parcels are restored					
3.3	Land parcels that require follow-up action					

IMPLEMENTING CONTEXT-SPECIFIC APPROACHES

The steps, recommendations, and examples included in this handbook are rooted in the experience of DAI and the LIFT program in Ethiopia, where SDOs have successfully reversed earlier failures to plan and implement a successful and more inclusive approach to land registration. This experience has revealed important lessons that other countries can adopt to enhance their own land registration schemes.

Implementation of the LIFT approach is, of course, entirely context specific, and planners and policy makers elsewhere will need to reflect upon local conditions and incorporate methods from their own community engagement efforts. However, the LIFT approach does reveal more general and universal measures that can be adopted to complement and strengthen these more locally focused strategies.

For instance, in addition to capacity strengthening, developing and reinforcing key messages, and organizing public awareness meetings that provide a platform or space for women and other vulnerable groups, the LIFT experience demonstrates the importance of program leadership. Having the support of a management team and a clear direction from those in leadership positions can help to mobilize resources and support for the SDO approach. Project officers, such as gender advisers or community outreach officers, seeking to implement the SDO approach, should also take advantage of the unique insights that SDOs provide, and share these insights with program management teams to reinforce the critical role these personnel provide.



Image: Feed the Future Tanzania Land Tenure Assistance (LTA)

ANNEX: SDO RESPONSIBILITIES

SOCIAL DEVELOPMENT OFFICERS RESPONSIBILITIES: A QUICK REFERENCE

PHASE / ACTIVITY	RESPONSIBILITIES
Facilitating preliminary planning meetings	<ol style="list-style-type: none"> 1. Presenting land-related problems that women and vulnerable groups face 2. Highlighting public awareness procedures and approaches targeting different groups 3. Establishing an interface with relevant stakeholders.
Capacity strengthening	<ol style="list-style-type: none"> 1. Coordinating a training program that targets skills and knowledge gaps 2. Facilitating training sessions to introduce key concepts of the land registration process and equip stakeholders with relevant skills and knowledge.
Mapping vulnerable groups	<ol style="list-style-type: none"> 1. Facilitating the mapping of vulnerable groups across districts and sub-districts 2. Working with PAC teams to gather the critical data that land registration programs require 3. Compiling lists of vulnerable people, which are subsequently used to address disputes or outstanding issues before land registration field teams are deployed.
Coordinating and facilitating public awareness meetings	<ol style="list-style-type: none"> 1. Supporting PAC teams to facilitate public awareness activities and ensuring women and other vulnerable groups attend 2. Identifying real-life case studies to share and encouraging participants, particularly vulnerable people, to share their own experiences 3. Coordinating separate meetings for vulnerable groups as part of a cascading strategy.
Public awareness messaging	<ol style="list-style-type: none"> 1. Ensuring that accurate, relevant, and timely messages are delivered to landholders and other stakeholders 2. Monitoring the effectiveness of these messages: which were absorbed by stakeholders and which were not.
Communication products	<ol style="list-style-type: none"> 1. Ensuring the correct communication products are displayed and distributed in appropriate locations 2. Monitoring the effectiveness of communication products and recommending appropriate changes and improvements.
Monitoring and reporting	<ol style="list-style-type: none"> 1. Compiling the details of any vulnerable people not initially identified as part of the earlier mapping exercise 2. Compiling details of any land disputes and submitting any disputes that are unable to be resolved by field teams to a higher authority 3. Conducting random visits or "spot checks" to observe the situation of vulnerable people and the support they receive from field teams 4. In the event that courts make an error when applying the law, working with the Taskforce to advocate for the error to be corrected.

ABOUT DAI

DAI works on the frontlines of global development. Transforming ideas into action—action into impact. We operate in nearly 100 countries, across multiple sectors such as land tenure, economic growth, food security, natural resource management, stability, governance, and global health. Our clients include the US Agency for International Development, European Union, UK Department for International Development, UK Foreign and Commonwealth Office, private sector firms, and others.

Our land tenure and property rights work—for donor agencies and local governments, among other clients—includes fit-for-purpose land registration, land administration development, policy and legal reform,

institutional change management, land information systems, and mapping. We provide state-of-the-art systems and tools to measure performance, build communications and information dissemination campaigns, provide on-the-job training, and administer grants programs that empower local communities and individual land rights holders. In all instances, gender, social inclusion, and related safeguards are central to our work, as well as a strong commitment to maximizing local participation and ownership.

DAI employs more than 5,700 people worldwide, of whom 70 percent are local employees. Our employees adhere to four key values: integrity, responsibility, excellence, and global citizenship.

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