Target Audiences

The project focuses on the following target audiences:

- PhD students
- Masters students
- Bachelor’s students
- Certificate/Diploma
- Short courses
  - Vocational/Certified/Formal
  - Community/informal/private-sector/policy makers

These can be provided by degree-granting universities, diploma granting colleges, and through/to community-based organizations, community members, policy makers (governments), capacity-building and advocacy (NGOs) and business development (private sector).

Figure below illustrates how research and training are inter-linked along a theory-skills continuum, and suggests that different types of CBNRM education or training are appropriate for each audience even if the underlying concepts and materials are the same.

CBNRM Target Audiences along a Theory/Skills and Course Type Continuum

There is a demand for training that ranges from 1-4 year advanced degrees to short courses with a duration of 2-5 days aimed at policy-makers, the private sector, CBNRM support providers, and communities themselves. The figure also emphasizes how an effective learning process needs to link together these levels, for example by encouraging discourse between scholars and practitioners, by ground-testing theory, and by synergizing between inductive and deductive learning processes.

The way that transforming CBNRM education and training is delivered requires the development and packaging of a common set of knowledge and skills in a wide variety of ways. Not only do we need to better understand the relationship between knowledge/skills and materials, and the relationship between target audience and the type of training approaches (e.g. course type), but the pedagogical approach (i.e. the nature of the learning culture, be it creative or regurgitative) is also critical.
CBNRM Training/Education Framework (Weaver 2009)