



My Island - My Community



A Public Awareness and Behavior Change Program for Climate Change
in Anguilla, Antigua and Barbuda, British Virgin Islands, Dominica, Grenada, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines



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***Islands are the bell-weatherers of international environmental policy.
The world will see their success, or failure, first.***

James A. Michel, President, Seychelles

PROGRAM SUMMARY

The Eastern Caribbean is at the front line of adapting to climate change. Small islands are especially vulnerable to the impacts of climate change on ecosystems, protected areas, economies, tourism and the communities that live there.

While global attention has been brought to bear on this issue, there remains a critical communications challenge: how to effectively engage the public, ensuring they have access to sound and timely information and a clear vision of what they can do to help mitigate the challenges posed by climate change.

While the Convention on Biological Diversity (CBD) programme of work on Protected Areas' (PoWPA) Article 3.5 calls for an ambitious public awareness and behavior change program, this is arguably one of the aspects of the important CBD agenda that requires greatest implementation support globally. The resilience of the ecosystem, as well as the communities that live within them, can only be accomplished with a well informed, committed and engaged public.

Launched in January 2010, ***My Island – My Community*** is an ambitious new partnership program committed to building public awareness across the Eastern Caribbean to encourage wide spread behavior change with regard to small island community preparedness and adaptation to climate change. It brings together a unique network of organizations committed to using the power of communications to enhance knowledge sharing, engage the public and directly support CBA activities (Community Based Adaption) across the 9 countries of the Eastern Caribbean.

My Island – My Community will use a multi-pronged communications approach to motivate social change. Working on one level of community change will likely fail at producing the widespread and lasting changes needed to respond to climate change. To generate effective and sustainable behavior change, this communications strategy will target multiple “levels” – the individual, peer group, community and national, as well as the overall policy, legislative and economic enabling environment.

My Island – My Community will build on a regional radio serial drama to weave together relevant information on climate change with a compelling story. Coalitions comprised of national partners, including local environmental CBOs/NGOs, radio stations and/or scientists, in each of the 9 countries will complement the radio drama through multi-tiered public awareness activities, including: interactive call-in shows, capacity development for journalists, and Community Action Campaigns. A Technical Advisory Committee (TAC) will bring the best of science to this comprehensive awareness strategy. With action on the ground in 9 countries, regional sharing will allow for unique peer-to-peer learning opportunities; regional advocacy; and significant “economies-of-scale” in implementation.

Building upon over 200 episodes of the radio drama, ***My Island – My Community*** seeks to: (1) develop the capacity of CBO/NGOs to effectively engage in “communications” for climate change adaption; (2) build a well informed, engaged community; and (3) improve knowledge, attitudes and behaviors of key target audiences regarding climate change.

The key components of the public awareness and behavior change strategy are:

- Regional Radio Serial Drama (208 episodes);
- 9 National Radio Magazines (over 1850 hours of community discussion on the radio);
- 9 National Social Marketing Campaigns – one on each island;
- Peer to Peer Exchange Program (journalists, protected area managers, government, NGOs, etc);
- A sophisticated web presence, including an on-line forum, best practice site, etc;
- Music programme;
- Innovative TV proposals, such as “Are You Smarter Than A 5th Grader – Climate Change”;
- Capacity Building Workshops for (journalists, protected area managers, government, NGOs, etc); and,
- 24/7 Mentoring and Support.

My Island – My Community is a partnership of Media Impact; the Secretariat of the Organization of Eastern Caribbean States (OECS); The Nature Conservancy (TNC); GEF Small Grants Programme, implemented by UNDP (GEF SGP); the Global Island Partnership (GLISPA); the Secretariat for the Convention on Biological Diversity (SCBD); BirdLife International; Durrell Wildlife Conservation Trust; SeaWeb; the St Lucia Folk Research Center; United States Agency for International Development (USAID); and, the Society for the Conservation and Study of Caribbean Birds (SCSCB). Discussions are underway with other strategic partners across the Eastern Caribbean.

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KEY PARTNERS AND COLLABORATORS

The **Organisation of Eastern Caribbean States (OECS)** was founded on 18 June 1981, with the Treaty of Basseterre, which was named after the city of the same name, the capital city of St. Kitts and Nevis. The OECS is the driving force behind *My Island – My Community*. The OECS is an inter-governmental organization dedicated to economic harmonization and integration, protection of human and legal rights, and the encouragement of good governance between countries and dependencies in the Eastern Caribbean. The OECS includes nine countries spread across the Eastern Caribbean. Together, they form a near-continuous archipelago across the Leeward Islands and Windward Islands. The member states are; Anguilla, Antigua and Barbuda, British Virgin Islands, Dominica, Grenada, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines. The functions of the Organization are set out in the Treaty of Basseterre and are coordinated by the Secretariat under the direction and management of the Director General. It is the purpose of the Organization to assist its Members to respond to these multi-faceted challenges by identifying scope for joint or coordinated action towards the economic and social advancement of their countries

Media Impact is an independent, non-profit organization founded in 1985 that is dedicated to the rights and empowerment of women, youth, and indigenous peoples; the promotion of education and health, including reproductive health and informed choice; sensitivity to national and local cultures; and the principles put forth in broadly accepted United Nations covenants and resolutions. Media Impact's programs assist local media groups to produce, air, and sustain programs with advocacy and human rights messages, and facilitate the dissemination of programs as widely as possible, especially to the underserved.

Leading the Media Impact team on this project will be Alleyne Regis.

Alleyne Victor Regis was born and raised on the Eastern Caribbean island of Saint Lucia. He devoted 14 years of his professional life to working with the US-based non-profit group Rare, Alleyne [with training from Populations Communications International] spearheaded efforts in assisting the island of Saint Lucia develop, broadcast and evaluate the impact of more than 400 episodes of a "entertainment-education" based radio drama program entitled "*Apwe Plezi*" which ran on local radio for more than three years and addressed issues like HIV/AIDS, spousal abuse, teenage pregnancy and drug abuse. Rare [again spearheaded by Alleyne] together with PCI went on to guide the islands of Grenada, Saint Vincent, Antigua and Dominica in the Eastern Caribbean produce and broadcast a series titled "*Coconut Bay*". Alleyne's latest series is titled "*Changing Tides*" with more than 380 episodes so far being aired on the islands of Palau, Kosrae, Chuuk, Pohnpei, Yap and the Marshall islands in the Western Pacific. In 2004 "*Changing Tides*" won the Global Media Award. Alleyne is very proud of the fact that he and Rare were able to design and market through "*Apwe Plezi*", their own condom brand on Saint Lucia. In 2005-2006 Alleyne attended the University of Kent's MA in Drama as Research.

The Nature Conservancy (The Conservancy) is a U.S. based NGO established in 1951. The Conservancy is the leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. The Conservancy's work in the Insular Caribbean dates back to 1975. The Conservancy began implementing marine biodiversity conservation projects in the Eastern Caribbean in 2002 with the launch of a \$2.1 million dollar USAID-funded Parks in Peril project which focused on establishment and

management of marine protected areas in Grenada and St. Vincent and the Grenadines. During the past four years, TNC has increasingly moved from a site-scale focus to higher leverage partnerships based on the Program of Work for Protected Areas (PoWPA) under the Convention for Biological Diversity (CBD) to which nearly all Caribbean countries are party.

The Conservancy helped launch and is supporting the Caribbean Challenge. This is a regional initiative by which countries commit to effectively protecting 20% of their nearshore and shelf habitat by 2020 and establishing conservation trust funds that will provide sustainable financing to the countries' national protected areas systems. The Challenge will help participating nations make significant progress on their commitments under the CBD Program of Work on Protected Areas. Currently the Conservancy is working with five OECS countries to finalize a \$20 million project with the Global Environmental Facility (GEF), The Conservancy, the German development bank KfW, and the World Bank to establish protected area trusts in each country, and expand effective management of marine protected areas. The Conservancy also has a regional project funded by USAID Biodiversity Threat Abatement - this project has a focused education and outreach campaign.

Global Environment Facility's Small Grants Programme (GEF SGP)- The GEF SGP was established in 1992 after the Earth Summit. It is currently present in 122 countries and has funded over 11,000 projects. The program aims to deliver global environmental benefits in the GEF Focal Areas of biodiversity conservation, climate change mitigation and adaptation, protection of international waters, prevention of land degradation (primarily desertification and deforestation) , and elimination of persistent organic pollutants through community-based approaches. The primary objectives of the GEF SGP is to achieve environmental sustainability, alleviate or reduce poverty, and build capacity among the marginalized of society. GEF SGP offers grants to eligible Community Based Organisations and Non-Governmental Organisations in the aforementioned focal areas. Grants are at two levels, Project Preparatory Grants of up to US\$5,000 and Full Grants for project implementation to a maximum of US\$50,000. GEF SGP funds are also used to leverage additional funds for projects. (<http://sgp.undp.org> or <http://sgp.boecs.org>)

Global Island Partnership (GLISPA) - The Global Island Partnership (GLISPA) assists islands in addressing one of the world's greatest challenges: to conserve and sustainably utilize the invaluable island natural resources that support people, cultures, and livelihoods in their island homes around the world. It brings together island nations and nations with islands — small and large, developing and developed — to mobilize leadership, increase resources and share skills, knowledge, technologies and innovations in a cost-effective and sustainable way that will catalyze action for conservation and sustainable livelihoods on islands. It is recognized by the Convention on Biological Diversity (CBD) as a partnership to advance the implementation of the CBD 2010 biodiversity target, to reduce the rate of biodiversity loss, and the programmes of work on island biodiversity and protected areas.

Since it was first called for in Mauritius (January 2005) and launched at the eighth meeting of the Conference of the Parties to the CBD in Brazil (March 2006), GLISPA has grown rapidly as

an informal network advancing island conservation and sustainable livelihoods, with seven major strategies:

- Inspire and recognise leadership and commitments to action for island conservation and sustainable livelihoods;
- Strengthen partnerships to support implementation of commitments and to build local long-term conservation capacity;
- Facilitate increased public and private funding for island priorities;
- Promote targeted and cost-effective collaboration and exchanges among islands;
- Engage in effective communication strategies on island issues;
- Build linkages between all islands, regardless of political status;
- Track progress on GLISPA commitments.

BirdLife International - Birds are beautiful, inspirational and international. Birds are excellent flagships and vital environmental indicators. By focusing on birds, and the sites and habitats on which they depend, the BirdLife Partnership is working to improve the quality of life for birds, for other wildlife (biodiversity), and for people. BirdLife's aims are to:

1. prevent the extinction of any bird species
 - maintain and where possible improve the conservation status of all bird species
 - conserve and where appropriate improve and enlarge sites and habitats important for birds
 - help, through birds, to conserve biodiversity and to improve the quality of people's lives
 - integrate bird conservation into sustaining people's livelihoods.

Durrell Wildlife Conservation Trust's mission is to save species from extinction, and that is what the organization has been doing for fifty years. Durrell have active conservation programs worldwide. In the Eastern Caribbean, Durrell currently have active programs on Saint Lucia, Antigua & Barbuda and Montserrat, with a focus on endangered small-island endemic species. Durrell's Eastern Caribbean Manager is based in Saint Lucia.

SeaWeb, founded in 1996 to raise awareness of the growing threats to the ocean and its living resources, is a communications-based, international nonprofit organization that utilizes social marketing techniques to advance ocean conservation. By increasing public awareness, advancing science-based solutions and mobilizing decision makers around ocean conservation, SeaWeb has brought together multiple, diverse and powerful voices for a healthy ocean.

The Convention on Biological Diversity (CBD) was signed at the Earth Summit in Rio de Janeiro, Brazil, in 1992 and entered into force on 29 December 1993. It is the first global agreement to cover all aspects of biological diversity; the conservation of biological diversity, the sustainable use of its components and the fair and equitable sharing of benefits arising from the use of genetic resources. The Secretariat of the Convention on Biological Diversity (SCBD), based in Montreal, Canada, was established to organize meetings, prepare reports, assist member governments in the implementation of the various programmes of work, coordinate with other international organizations and collect and disseminate information.

The Society for the Conservation and Study of Caribbean Birds (SCSCB) is a nonprofit membership organization working to conserve the birds of the Caribbean and their habitats through research, education, conservation action and capacity building. Founded in 1988, SCSCB is the largest single bird conservation organization in the Greater Caribbean region, including Bermuda, the Bahamas and all islands within the Caribbean basin.

The overarching goal of the SCSCB is to increase the capacity of Caribbean ornithologists, resource managers, conservation organizations, institutions, and local citizens to conserve the birds of the Caribbean and their habitats. We aim to achieve this by 1) developing regional conservation projects, activities, and materials that facilitate local research, management, conservation, education and outreach, and 2) Building networks and partnerships with local, national and international organizations and institutions that share our bird conservation goals.

The Society holds a week-long biennial meeting, has a number of active Working Groups and publishes The Journal of Caribbean Ornithology and two bi-annual newsletters. With assistance from the US Fish and Wildlife Service, SCSCB also sponsors the publication of local bird field guides. The society works to raise public awareness, knowledge and appreciation of the value of the region's many endemic bird species and their habitats through two flagship programs: the Caribbean Endemic Bird Festival (CEBF) and the West Indian Whistling-Duck (WIWD) and Wetlands Conservation Project. SCSCB also raises awareness about migratory birds through celebration of International Migratory Bird Day. To learn more, visit www.scscb.org.