



**Report on the
Civil Society Climate Change Workshop:
“Enhancing the Role of Civil Society in Raising Awareness and Building
Capacity for Adaptation to Climate Change”
2nd to 5th October 2007,
Skyway Hotel,
Vieux Fort, Saint Lucia**

Executive Summary

The Commonwealth Foundation (CF) has identified climate change and disaster risk management and mitigation as one of its focal areas of civil society capacity building and support during the period 2006-2008. Building on its successful workshop in the Seychelles in October 2006 on *Adaptive Strategies for Climate Change and Disaster Management in the Commonwealth*, CF contracted the Caribbean Natural Resources Institute (CANARI) to coordinate a regional workshop entitled “**Enhancing the role of civil society in raising awareness and building capacity for adaptation to climate change**”. The workshop was co-facilitated by PANOS Caribbean. 25 participants from 11 Commonwealth Caribbean countries took part, drawn from three sectors of civil society:

- representatives of civil society organizations (CSOs) at both national and local level;
- artists who use the arts and culture media to convey messages about development and the environment;
- print and broadcast journalists.

The overall goal of the workshop was to enhance the knowledge of Caribbean civil society organisations and media persons about climate change and its actual and potential impacts on the region and to identify roles that civil society can play at the local, national and regional level in building public awareness and local capacity for adaptation.

The objectives of the workshop were:

- to provide participants with up-to-date information on global and Caribbean climate change trends and scenarios;
- to introduce the concepts, principles, and methods that underpin processes of climate change risk assessment and adaptation planning at the community level;
- to identify key messages relating to climate change in the Caribbean;
- to design appropriate communications for different target audiences, using a variety of media;
- to start developing a workshop outline for national workshops on climate change in each of the countries represented;
- To identify other capacity needs or follow-up actions.

The workshop was highly interactive, with some sessions being conducted in plenary and others in two parallel tracks, one for the media and one for the CSOs and artists. Key sessions included:

- mini-lectures and discussions on:
 - global and regional climate change trends and scenarios;
 - regional vulnerability and adaptation planning and policy;
 - developing a communication strategy;
 - the role participatory tools and methods in adaptation planning;
- presentations of case studies of adaptation planning within the region;
- a field trip to the village of Laborie to assess its current vulnerabilities to climate variability and to discuss possible responses with members of the community.

A key component of the workshop was the selection and development by participants of key messages and culturally appropriate communication techniques for conveying information on climate change, vulnerability and adaptation to selected target audiences, and particularly those at community level.

The CSO representatives worked with drama-in-education specialist, Conroy Wilson, from the Ashe Ensemble in Jamaica and poet-musician and advocate Aja to develop messages in poetry, song and drama. The outputs from this group included

- a poem/song entitled “*I don’t wanna wash away*”;
- a drama performance with various scenes conveying messages about sea level rise, sea warming, changes in rainfall patterns and stronger hurricanes.

These were presented to the Laborie community at an evening gathering in the Laborie Market complex, together with “*Live as One*”, a poem by Aja about the need for unity in addressing development problems, and a video on coral bleaching entitled “*In Hot Water*” by the Buccoo Reef Trust. Community members were receptive to the messages, noting changes they had observed in Laborie which they attributed to climate change. They concluded that climate change reinforced the need for wise use of the local natural resources. They also provided valuable feedback on the effectiveness of the messages and on issues that affect information uptake and audience receptivity.

During the course of the workshop, the media practitioners also developed a number of outputs including:

- *Laborie Times*, a news letter for the Laborie community about the workshop and the issues it was addressing (Annex 20);
- a radio “sound portrait” of the Laborie field trip, including interviews with members of the community;
- *The Laborie Experience*, a PowerPoint presentation on the Laborie field trip..

The media practitioners also filed newspaper articles for publication in their home countries.

The last day of the workshop was spent reviewing the ways in which relations between the media and civil society could be improved.

Participants also developed outline plans for climate change awareness and capacity development project activities in their respective countries. The proposed projects focused on developing awareness of climate change and the related vulnerabilities

unique to the Caribbean SIDS with the main target audiences being civil society leaders, journalists, and school children. Participants also agreed that a series of workshops should be held in each country to bring together government climate change focal points and key CSOs to discuss and implement adaptation strategies. A Jamaican participant also suggested a workshop for popular entertainers since their messages are a particularly effective medium to reach certain audiences and particularly youth.

Participants also suggested a number of follow-up activities at the regional level:

- *Artistes Weathering Climate Change*: using 'conscious' artistes as the medium to convey messages about climate change and adaptation;
- a workshop for practitioners of theatre-in-education and drama-in-education with a view to producing relevant performance pieces and possibly a manual for use by others such as teachers;
- youth debates and/or Parliaments
- collaboration between organisations such as Sandwatch and UNESCO to promote messages in schools
- a workshop or seminar for government climate change focal points and representatives from other government agencies involved in social development and poverty reduction, with a view to more effectively integrating climate change adaptation strategies into social development planning and implementation;
- a series of workshops throughout the region to bring together government focal points and key civil society organizations at the national level to discuss adaptation strategies.

The workshop was considered exceptionally successful by all participants who particularly noted the value of:

- bringing together civil society actors with different backgrounds and expertise and from different age groups and countries but with many common interests and experiences;
- the interactive and participatory facilitation which created a collaborative and safe environment for participation by all;
- the presentation of relevant facts, with a strong focus on the Caribbean and SIDS in an accessible format;
- the sharing of real-life experiences from the region, in terms communication strategies for raising awareness of climate change;
- the creation of a network of committed climate change 'activists' and 'communicators' who pledged to keep in touch and support each other.

FULL REPORT

1. Background

The Commonwealth Foundation (CF) has identified climate change and disaster risk management and mitigation as one of its focal areas of civil society capacity building and support during the period 2006-2008. Building on its successful workshop in the Seychelles in October 2006 on *Adaptive Strategies for Climate Change and Disaster Management in the Commonwealth*, CF discussed with a number of partners in the Caribbean the possibility of holding a Caribbean regional workshop.

The Caribbean Natural Resources Institute (CANARI) is currently implementing a 2-year project on the impacts of climate change on biodiversity in the islands of the Caribbean, funded by the John D and Catherine T MacArthur Foundation (MacArthur). This project focuses on increasing understanding and consensus on what is known, and perhaps more importantly what is not known, about the predicted climate change trends and their impact on biodiversity in Caribbean small island developing states (SIDS). The goal is to develop a regional research agenda and capacity needs assessment to address identified gaps and to consider how protected area management, biodiversity protection, and conservation policy might address climate change in the region. Over two decades of experience in promoting, facilitating, and researching participatory natural resource management processes has placed CANARI in a strong position to build on this research and facilitate capacity building for civil society participation in climate change adaptation planning.

In view of these synergies and common areas of interest, it was agreed that CANARI would submit a concept note for a workshop to enhance the role of civil society and the media in raising awareness and building capacity for adaptation to climate change. CANARI identified Panos Caribbean as its main implementing partner and the workshop was designed jointly. CANARI was contracted to implement the workshop in September of 2007 and the workshop was held from October 2nd to 5th 2007, in Vieux Fort, St. Lucia.

During the workshop preparatory phase, CANARI also participated in July 2007 in the CF-sponsored Commonwealth meeting of civil society organisations (CSOs) in Guyana to deliberate on the theme *Climate Change and Poverty Reduction*. The meeting produced a Civil Society Statement on Climate Change and Poverty Reduction that was considered by the Commonwealth Ministers of Finance at their meeting in Georgetown, Guyana, in October 2007.

The decision by the CF to support the staging of this workshop was a timely one for civil society in the region. The Caribbean has been actively involved in planning for adaptation to the negative impacts of global climate change and mitigation since 1998 when the first Global Environmental Facility (GEF)-funded project was initiated but to date the main focus has been on intergovernmental and governmental stakeholders. The Caribbean Planning for Adaptation to Climate Change in the Caribbean (CPACC) Project set the stage for a series of regional project and programmatic initiatives in climate change adaptation planning. The initial focus of these initiatives was the development of awareness, capacity, and tools and policies in support of climate change adaptation. Progress in these areas set the stage for initiatives designed to mainstream adaptation into national policy and development and sectoral planning.

However, civil society has yet to be fully engaged in these planning processes. Since small islands have characteristics which make them especially vulnerable to the effects of climate change, sea level rise and extreme events¹, adaptation to climate change at the local and community levels will clearly be vital. The need to develop awareness and capacity in civil society organizations to assist governments in the mobilization of communities for effective climate change adaptation is therefore both important and urgent.

2. Goal and objectives

The overall goal of the workshop was to enhance the knowledge of Caribbean civil society organisations and media persons about climate change and its actual and potential impacts on the region and to identify roles that civil society can play at the local, national and regional level in building public awareness and local capacity for adaptation.

The objectives of the workshop were:

- a) to provide participants with up-to-date information on global and Caribbean climate change trends and scenarios;
- b) to introduce the concepts, principles, and methods that underpin processes of community-level climate change risk assessment and adaptation planning;
- c) to identify key messages relating to climate change in the Caribbean;
- d) to design appropriate communications for different target audiences, using a variety of media;
- e) to start developing a workshop outline for national workshops on climate change in each of the countries represented;
- f) To identify other capacity needs or follow-up actions.

3. Workshop participants and resource persons

Participants were drawn from three sectors of civil society that have a key role to play as intermediaries and catalysts in raising awareness of climate change and adaptation in the Caribbean:

- representatives of civil society organizations (CSOs) at both national and local level (13 persons);
- artists who use the arts and culture media to convey messages about development and the environment (2 persons);
- print and broadcast journalists (5 persons).

Criteria for selecting participants from the first two sectors included:

- experience in and the capacity to execute effective public awareness and outreach programmes in their respective countries; and
- willingness of their organisation to develop and implement climate change awareness and capacity building initiatives in their respective countries.

The journalists were required to meet the following criteria:

¹ UWICED, 2002. The Growing Vulnerability of Small Island Developing States. Report prepared by the University of the West Indies Centre for Environment and Development (UWICED) for the United Nations Development Programme (UNDP) Capacity 21 Project. Pgs.33.

- at least one year's experience covering climate change issues and at least three years experience in environmental reporting;
- a good knowledge of the environmental network in their country and if possible the region; and
- commitment to working with the process of developing a media and civil society communication and action network.

A full list of participants is attached at Annex 1.²

The workshop was facilitated by Leslie Walling and Sarah McIntosh from CANARI and Indi Mclymont-Lafayette of Panos Caribbean with assistance from Julius Gittens. Other resource persons who made presentations were Neranda Maurice, Sustainable Development and Environment Officer, Ministry of Economic Affairs, Economic Planning, National Development, and Public Services, Saint Lucia and Donna Spencer, Communications Officer for the GEF-funded Integrated Watersheds and Coastal Areas Management (IWCAM), Caribbean Environmental Health Institute.

Several participants also acted as resource persons. Dr Owen Day presented "*In Hot Water*", a video on coral reef bleaching in Tobago, produced by his organisation, the Buccoo Reef Trust. He also videoed much of the workshop for the attached audiovisual accompaniment to this report (see Annex 2). Temeisha Allen, youth journalist from Mocho, Jamaica presented a case study on the *Mocho Oral Testimony Project*. Performance artiste Aja and Conroy Wilson of ASHE acted as invaluable resource persons for the development of the communications pieces created with the CSOs and Aja also performed his poem *Live as one*.

The representatives from the Laborie Development Foundation (LDF) and members of the Laborie community contributed local knowledge and expertise during the field trip and panel discussion. The LDF also provided CANARI with logistical support for many of the local arrangements, and particularly the field trip, panel discussion and presentation to the local community.

4. Methodology

The workshop was designed to be both participatory and interactive. Each day, three participants acted as Chair, rapporteur and "maco"³ for the day's proceedings. A variety of facilitation tools and techniques were employed, including short lectures with handouts; case study presentations; plenary discussions; small group work to develop different types of communications; and a field trip, panel discussion and testing of the communications with a 'live' community audience. Throughout the workshop participants were encouraged to share their own knowledge and experiences and to play an active role in building their capacity as communicators and in designing communication strategies and products.

During certain periods each day, the programme was conducted in two parallel tracks, one for the media and one for the CSOs and artists. Joint sessions were also held to

² Although representatives of the media and a performance artist from Saint Lucia were invited, they were unable to attend.

³ "Maco" a Creole term for the 'spy' or 'nosy parker' who, in this case, listened out for participants' complaints or praises for the accommodation, meals and other logistical arrangements.

ensure maximum interaction and to foster the development of NGO sources of information for the journalists and media contacts for the CSOs.

All participants were asked to complete a baseline awareness survey before the workshop to gauge their opinions and perspectives on climate change issues and concepts. The end-of-workshop evaluation provided an assessment of whether their knowledge in this area had improved as well as providing an opportunity for feedback on the other workshop objectives.

5. Workshop Activities and Outcomes

5.1 Welcome, Introductions and Overview of Agenda

The workshop began with an icebreaker during which participants introduced themselves followed by a comparison of participants' expectations (see Annex 3) with the workshop objectives.

The overview of the agenda (see Annex 4) confirmed that it addressed most of the participants' expectations.

5.2 Climate Change Awareness Assessment

Participants were asked to complete an "opinionnaire" survey instrument (see Annex. 5 for summary of responses with the prevalent opinion of experts in the field highlighted in yellow) designed to assess participants' knowledge of and opinions on global climate change.

There was a clear appreciation among the participants (83%) that "climate change" was not the same as a change in the weather. However, there was some uncertainty (27%) and misunderstanding (20%) about the relationship between the terms "global climate change" and "climate change".

The percentage of participants that saw climate change as the cause of changes in sea level, temperature, rain fall, and hurricane strength (94% in all cases) was high. The responses on whether climate change causes changes in hurricane frequency (72%), the occurrence of dengue fever (67%), and tourist arrivals (83%) suggests a moderate to high level of appreciation of the potential causal linkages between climate change and factors that influence human well being and livelihoods.

The participants were unanimous that climate change had already begun, and a small majority was of the opinion that "island countries would be affected most by global climate change". Half of the participants felt that climate change was not a natural phenomenon, while almost a third of the group felt that it was. There was a range of positions on whether climate change would have both positive and negative impacts, mainly due to the fact that positive climate change impacts were a new concept to the participants.

82% of respondents thought their communities would be unfavourably affected by climate change. Despite the perception that the consequences of climate change were inevitable, just over three-quarters of the respondents felt that climate change impacts could be mitigated to some degree. Over two-thirds of the participants felt that their respective communities had already been influenced in some way by climate change.

There were mixed views on whether or not climate change can be stopped, with about 25% believing that the phenomenon could not be stopped, about 12% indicating that it could, about 55% undecided and the remainder indicating that they did not know.

The overall level of climate change awareness was moderate to high, with participants demonstrating a reasonable understanding of the basic definitions and concepts. The more complex questions, involving a deeper knowledge of the climate change phenomenon or an ability to assess and synthesize climate concept, produced a wider variation of responses.

5.3 Global climate change: implications for Caribbean communities

5.3.1 Presentations

5.3.1.1. “Climate, global climate change and Trends” (Leslie Walling, CANARI)

The presentation (see Annex 6) began by considering the definition of “climate” followed by a brief review of the characteristic climatic patterns for the Caribbean. The natural “greenhouse effect” was explained relative to the historical increase in greenhouse gas concentrations since the Industrial Revolution. Observed climate change trends in the Caribbean were presented, notably sea level-rise and increases in daily average temperatures. The projections for changes in regional and sub-regional climate were presented to provide a context for the discussion of the social, environmental and economic consequences of global climate change. The regional scenarios indicate a reasonable probability of:

- longer and drier dry seasons, and shorter and wetter rainy seasons;
- increased rainfall intensity; and
- increased temperatures.⁴

The level of adaptation in most Caribbean SIDS to current patterns of climate variability and extreme climatic events is poor. Paradoxically, climate change may provide the impetus to address current vulnerabilities while at the same time preparing for the adverse impacts of global climate change. Placing the emphasis on the short-term benefits of adaptation may also allay the concern that scarce resources are being used to prepare for climate change impacts that may not be experienced for many years.

5.3.1.2. “Vulnerability, Adaptation and Livelihoods” (Leslie Walling, CANARI)

This presentation (see Annex 7) provided an overview of the characteristic vulnerabilities associated with Small Island Developing States (SIDS) and low lying coastal states which collectively define their baseline vulnerability. These vulnerabilities include:

- limited physical size and isolation of islands, which effectively reduces some adaptation options to climate change and sea-level rise;
- limited natural resources, many of which already are heavily stressed from unsustainable human activities;
- high susceptibility to natural hazards such as tropical cyclones (hurricanes) and associated storm surges, droughts, tsunamis, and volcanic eruptions;

⁴ These regional and sub-regional climate change scenarios have been developed by the Climate Studies Group at the Mona Campus <http://www.mona.uwi.edu/physics/Research/csg/intro.htm> and the Mathematics and Physics Department at the Cave Hill Campus of the University of the West Indies.

- extreme openness of small economies and high sensitivity to external market shocks, over which they exert little or no control, giving rise to low economic resilience;
- small population and generally high population densities, concentrated in vulnerable coastal locations;
- limited pool of human resource: levels of expertise can be high, but the numbers of people available to address environmental and disaster related issues is low
- difficulty in securing the requisite level of insurance or re-insurance coverage due to the perception that the region is prone to natural disasters.

The presentation went on to define vulnerability to climate change in terms of the components of “risk” (hazard, probability, and consequences). Caribbean case studies on vulnerability to climate variability were used as proxies to discuss vulnerability in terms of exposure, sensitivity, and adaptive capacity. Examples were provided of situations in which there are high levels of exposure, including the location of many of the regions airports at sea level adjacent to the coast and the coastal location of many human settlements and much of the regions tourism infrastructure. The options for responding to the anticipated threat of global climate change were discussed in terms of the basic types of adaptation (anticipatory, reactive, autonomous, planned, and private).

5.3.1.3 “A Closer Look at Climate Change” (Neranda Maurice, Sustainable Development and Environment Officer, Ministry of Economic Affairs, Economic Planning, National Development, and Public Services, Saint Lucia)

The presentation (see Annex 8) provided valuable insight into the international, national and local responses undertaken by the Government of Saint Lucia. Ms. Maurice discussed the options for policy and action in climate change adaptation at the national level. Detailed information was provided on the activities that the Government of Saint Lucia has undertaken in the area of climate change mitigation (Box: 1).

These measures were introduced on the basis that climate change mitigation is cross-sectoral and that the reduction of emissions must take place across sectors, such as:

- agriculture, forestry and rural development;
- urban planning and development including transportation;
- energy efficiency including industry and residential and commercial end use;
- power generation including clean fossil fuels and renewable energy.

Climate change mitigation also necessitates individual action, such as:

- incorporating green architecture and energy-saving building codes into home designs
- water conservation
- reduction of energy and fossil fuel consumption,
- staying informed

Participants were impressed with the progress Saint Lucia had made in comparison to the majority of other islands. The presentation also stimulated a lively discussion on the role of civil society in national adaptation initiatives.

Box 1: Action taken by the Government of Saint Lucia in support of climate change mitigation

- 1999 - United Nations Framework Convention on Climate Change (UNFCCC) Conference of the Parties (COP) 5 declaration that Saint Lucia would be come a sustainable energy demonstration country by 2010.
- 1999 - Cabinet approves incentives for renewable energy technologies for the benefit of private citizens and the Energy Service Company (ESCO)
- 2000 - Energy Plan and Policy process begins
- 2001 - Saint Lucia Energy Policy developed
- 2003 - Saint Lucia Energy Policy endorsed
- 2004 - Signing of the Unified Network of the Eastern Caribbean (UNEC) Terms of Reference and Geothermal Energy Association Geothermal Energy Project "Geo-Caraibes"
- 2004 - Wind farm site feasibility study under the Caribbean Renewable Energy Programme (CREDP)
- 2004 - Energy audits of hotels
- 2004/05 - Solar financing through the United Nations Industrial Development Organization (UNIDO) [ongoing]
- 2005/05 - Climate Care scheme provides 6000 energy efficient bulbs
- 2005-2006 - Consultations on National Energy Policy (ongoing)
- 2007- Cuban Government commits to providing 250,000 energy efficient bulbs
- 2007 - Greenhouse gas inventory and training for all sectors

5.3.1.4 "Caribbean Challenges to Climate Change: A Country by Country Guide to Climate Change Issues and Concerns"_(Indi Mclymont, Panos Caribbean)

This presentation (see Annex 9) provided an overview of regional vulnerabilities as well as the likely impacts of climate change on Antigua and Barbuda, Barbados, the Bahamas, Belize, Guyana, Jamaica, and Saint Lucia.

The presentation noted the impacts that most islands will experience, such as sea level rise, saline intrusion, floods, changes in precipitation patterns, increased hurricane intensity and threats to coastally located human settlements. It also noted specific impacts, such as the negative effect on the banana industry due to changes in rainfall and temperature (St. Lucia) and the disruption of river transportation as a result of reduced rainfall (Belize).

5.3.2 Case Studies

The presentations were complemented by two case studies providing additional complementary perspectives on current vulnerabilities, challenges and coping mechanisms.

5.3.2.1 Video documentary "In Hot Water" (Dr Owen Day, Buccoo Reef Trust)

This video presentation (see Annex 10) documented the coral bleaching on the reefs surrounding Tobago following the rise in sea temperature in 2005. It provided a vivid example of the environmental and social impacts of climate change-induced increases in sea-surface temperature. These included:

- the direct impact on coral reefs in the form of coral bleaching
- the indirect economic impacts on reef-based fisheries and the dive and tour operators as a result of the reduced attractiveness of the affected reefs,

5.3.2.2. “Voices from Mocho” (Temeisha Allen, Mocho Youth Journalist)

This presentation (see Annex 11) provided an overview of the *Mocho Oral Testimony Project*, which is being implemented by Panos Caribbean with funding from GEF Small Grants Programme and Commonwealth Foundation.

The aim of the project was to document the oral knowledge of the community on the Mocho environment, community vulnerability and hazard assessment. The project also supported the formation of a cadre of 20 youth journalists who focus on environmental issues. A regular community newsletter is used to disseminate information. The community of Mocho was chosen because it had been one of the communities most severely affected by Hurricane Ivan in 2004. It had also experienced years of environmental degradation as a result of large-scale bauxite mining operations and poor land restoration practices by the bauxite industry.

The oral testimonies were recorded and compiled in a book “*Voices of Mocho*”. A section in the book captures the traditional knowledge on observed changes in climate change as evidenced by changes in crop seasons. For example, one of the persons interviewed mentions that in the past farmers used to plant corn in August but now they are confused and can no longer predict when the right weather for planting will come.

The project provided an excellent example of the how the development of capacity in communications and vulnerability and risk assessment at the community level was used to combine traditional knowledge with scientific data to build awareness of environmental, climate and hazard-related issues in order to reduce the community’s vulnerability to extreme climatic events.

5.3.2.3 Observations from Guyana

Johan Earle, journalist with the Starbroek News and Annalise Bayney of Iwokrama then provided the participants with an impromptu overview of Guyana’s experience with El Niño-Southern Oscillation-induced floods, the implications for development and the root causes. Changes have already been observed in the abundance and seasonality of frogs and caimans in the Iwokwama Reserve in Guyana.

5.3.3 Plenary discussions

The presentations stimulated extensive discussions on technical- and policy-related issues. The most extensive discussions were stimulated by the two questions that were raised by participants in the post-presentation exchanges. These questions were:

- Should the regional and national focus be primarily on adaptation or should equal consideration be given to mitigation issues?
- Would communication of certain information to the public, such as the extreme sea level rise that would result from the melting of the Greenland and Antarctic ice sheets, create feelings of apathy and resignation rather than galvanising people to participate in adaptation planning and implementation?

While it was acknowledged that SIDS and low lying coastal states of the Caribbean are among the countries most vulnerable to global climate change and therefore adaptation is critical, there was broad consensus on the need to mobilise politicians in the region to play a larger role in international negotiations on climate mitigation too. It was felt that the region’s technocrats were currently carrying the responsibility of international

negotiations, without the necessary political support. The discussions concluded that the countries of the Caribbean could derive an important strategic benefit by taking a strong stance on the need for an aggressive global commitment to mitigation.

It was also agreed that civil society needed to be more active and collaborative at the regional (Caribbean Community [CARICOM]) and international (United Nations [UN]/UN Educational, Scientific and Cultural Organisation [UNESCO] level. However, the failure of Caribbean civil society to unite effectively and consistently was seen as an obstacle to civil society having a strong influence on the regional and international climate change agenda.

Participants highlighted the value of using local knowledge and the need for sensitivity to social and economic circumstances. It was noted that people are often tied to a location by the livelihood strategies they apply to survive poverty. These livelihoods strategies and the constraints of poverty often limit choices, creating situations that are erroneously interpreted by observers to be poor decision-making and/or the result of the poor's ignorance of vulnerability factors.

The participants decided that the public should be made aware of the potential for extreme climate change scenarios. It was felt that it was up to the messengers to find culturally-appropriate approaches to developing and delivering these messages that would galvanise people to action rather than creating a sense of hopelessness.

5.3.4. Access to information

The access to up-to-date reliable information was consistently stressed during the discussions. Participants and resource persons identified a number of information sources (Box 2).

It was agreed that CANARI and Panos should consider the development and regular updating of an expanded list of information sources.

5.4 Communicating messages about climate change

The objectives of the sessions on communications were to

- start developing a communication strategy on climate change (key messages, target audiences, products and pathways) based on the presentations, case studies and participants' knowledge and experience;
- identify approaches for more effective CSO and media relations through dialogue and partnerships between civil society and the media
- develop participants' capacity to play a role in raising climate change awareness and catalysing adaptation processes at the local, national and regional levels.

Box 2: On-line Sources of Climate Change Information.

Participants exchanged information on sources of climate change information that might be used in the development of awareness and capacity. The following web based sources of information were identified as being useful.

- i. Nature Journal online climate change forum: www.nature.com/climate
- ii. Real Climate. Scientists discuss Global Climate Change in lay terms::
<http://www.realclimate.org/>
- iii. Small Island Developing States network web page: <http://www.sidsnet.org/1f.html>
- iv. Saint Lucia, Ministry Of Planning, Development, Environment and Housing
<http://sovereign-publications.com/stlucia.htm>
- v. United Nations gateway to climate change: <http://www.un.org/climatechange/>
- vi. United Nations gateway to climate change. Speeches and video from High Level Event
<http://www.un.org/webcast/climatechange/highlevel/index.asp?go=b070924>
- vii. Caribbean Community Climate Change Centre (CCCCC)
<http://www.caricom.org/jsp/community/ccccc.jsp?menu=community>
- viii. Climate Studies Group Mona:
<http://www.mona.uwi.edu/physics/Research/csg/intro.htm>
- ix. Environment Online: <http://eno.joensuu.fi/basics/briefly.htm>
- x. iEARN: m <http://www.learn.org/>
- xi. PEW Centre global climate change page: <http://www.pewclimate.org/global-warming-basics>

Apart from the introductory presentation, most of the practical activities which produced the various workshop outputs were conducted in two separate but parallel tracks for the journalists on the one hand and the CSOs and artists on the other. However, on two occasions plenary sessions were held at which the latter presented their efforts to date for feedback from the journalists. The journalists, on the other hand, waited until their communications were completed before sharing them with the rest of the group, a strategy that perhaps enhanced the suspense but was characterised by some of their CSO colleagues as being “less open and collaborative”.

5.4.1 Approaches to the Development of a Communication Strategy” (Sarah McIntosh and Indi McClymont-Lafayette)

- This presentations on Day 1 (see Annex 12 and 13) drew on CANARI's and Panos' experience to provide participants with an introduction to the core principles of developing a communication strategy, including
- determining the goals;
- identifying the target audience;
- identifying key messages and converting them into communication products;
- determining strategies and pathways; and
- determining and applying mechanisms to evaluate uptake.

After the plenary session the participants separated to undertake small-group exercises under their respective tracks.

5.4.1.1. Track 1: NGO and CSO/Culture Participants

Participants in this track were randomly divided into two small groups, both of which were given the following exercise:

- i) From your experience and what you have heard in the presentations and discussions, what are **the key messages** about climate change that you think civil society should be communicating?
- ii) Who do you think are the **key target audiences** that civil society should be trying to reach?
- iii) What would be some of the most effective **strategies and activities (products and pathways)** to reach each target audience?

If you have time, you could also discuss how you would assess the success of your communication strategy (i.e. what would be some of the indicators in terms of changes in knowledge, attitudes etc.)

Group 1 took a broad approach, selecting multiple target audiences with a view to influencing policy and practice at all levels (see Annex 14). Group 2 focused more on a particular target audience, secondary school children, in developing their strategy (see Annex 15).

Both presentations exemplified the prevailing mood that civil society could do much to raise public awareness of climate change, particularly in collaborative partnerships such as those that were emerging at the workshop. The presentations also generated lively discussion, including feedback from the journalists,

The exercise also stimulated one participant, Marolyn “Lucy” Gentles, to compose a poem *“I don’t wanna wash away”* (see Annex16) which was subsequently performed in Laborie and then set to music in Jamaica (see Annex 17)

5.4.1.2 Track 2: Media Participants

Media participants started to explore how they could develop stories about climate change issues that would be considered attractive and informative by editors and newsrooms. In his presentation (see Annex 18), media facilitator, Julius Gittens, introduced the concept of the “Four Ps” – problems, publics, products and planning. This served as a tool to describe some of the problems and possibilities associated with reporting on climate change and environmental issues. Part of the strategy that was recommended was to be creative and to use alternative options such as supplements or key environment days to get the stories carried.

5.4.2 Developing effective climate change messages for the community

5.4.2.1. Track 1: NGO and CSO/Culture Participants

It had originally been envisaged that participants would continue to work in two small groups and develop separate communications, based on the talents and preferences of

their respective participants. However, it was unanimously agreed to unite in one group to produce a drama-based presentation.

The process of developing the drama presentation was creative and stimulating, drawing on the experience and multiple talents of the participants (see Annex 2 for video footage). Participants who had hitherto been relatively quiet in the discussion sessions proved to be some of the most able actors, singers and producers. Through a process of testing and discussion involving all participants, the dramatisation eventually focused on three main scenes, which combined humour with serious messages about the impacts of:

- sea level rise and warming on coastal communities and livelihoods;
- changes in rainfall patterns and hurricanes on agriculture and rural livelihoods;
- climate change on the availability of water and the impact on poor people.

The scenes were introduced with a song and interspersed and concluded with the refrain “Wha’ we gonna do?” Between scenes, a demonic figure dressed in black (garbage bags!), part nemesis and part harbinger of doom, taunted human beings for their foolishness in paying no attention to the fact that they were witnessing the impacts of climate change.

After feedback from the journalists, the drama presentation was further developed and refined in a second session for presentation to the community gathering in Laborie on Day 3. It was decided that the Laborie presentation should also include the poem “*I don’t want to wash away*” as well as a poem previously composed by Aja entitled *Live as one* (see Annex 19)

It was also decided that the group should prepare some responses as to what can be done by individuals and communities with regard to climate change, which included:

- Know the facts – knowledge is power;
- Change what you can change;
 - make your own small contribution to slowing climate change. Many small contributions can make a big difference, e.g. turn off the electricity when you are not using it, use energy efficient light bulbs, plant a tree etc.
 - demand change from others: make your voice heard in the community, in the country, in the world
 - halt the other bad practices that contribute to flooding, pollution, siltation etc.
- Don’t just accept what you cannot change – plan to adapt.

5.4.2.2 Track 2: Media Participants

On Day 2, the model of the Four Ps was put on the backburner as the media representatives sought to clarify the role that they could play in developing key messages for dissemination in Laborie and even beyond. A decision was taken to focus on the preparation of information products, and specifically a newsletter.

The newsletter was developed as Laborie Times (see Annex 20), targeting the members of the Laborie community⁵. The articles in the new letter were intended to provide its readers with an introduction to the climate change issue from a Laborie perspective. The lead article featured Gervanie Polius, member of the Laborie Foundation Board and

⁵ Media participants subsequently discovered that LDF also produces its own newsletter entitled LabNews

workshop participant. In the article Gervanie discusses the role of the Laborie Foundation and its plans for addressing climate change adaptation issues. Other articles included:

- a bulleted information piece;
- an editorial “*Climate Change – Reality Check*”, on the climate change phenomenon;
- an overview of the workshop;
- a preview of the drama production to be presented at the Laborie Market (“*Theatre Production Comes to Laborie*”); and
- the role individual can play in mitigating climate change (“*Everyone Should Get Involved*”).

The journalists also decided to produce a news discussion programme for radio (see Annex 21) on the Laborie field trip to complement the newsletter. They convened an editorial meeting on the afternoon of Day 3 prior to the visit to Laborie to identify and allocate reporting assignments on stories for radio and print. This was hastily edited overnight between Days 3 and 4 played to an appreciative audience of CSO participants on Day 4.

As well as the radio broadcast, the journalists produced a short PowerPoint presentation on the Laborie field trip entitled “*The Laborie Experience*” (see Annex 22) which featured interviews with community members about climate change as well as reactions to the drama presentation.

5.4.3 An introduction to participatory tools and methods (Sarah McIntosh and Allan Smith)

The objective of this session was to enhance participants’ awareness of tools, methods, practices and approaches for the effective engagement of communities in planning for climate change adaptation and decision-making.

The presentation “***Introduction to Participatory Tools and Methods***” (see Annex 23) provided a brief overview of key aspects of participatory natural resource management which are equally applicable to planning for climate change adaptation and disaster risk reduction, making the link back to slides introduced in the session on *Vulnerability, Adaptation and Livelihoods* (see Slides 23 and 24 of Annex 7).

The presentation included an overview of

- Participatory planning and management
- Stakeholder identification and analysis
- Stakeholder mobilisation
- Assessing and building capacity for participation

A video on Sea Egg component of CANARI’s project entitled “*The People and the Sea*” was used to introduce the topic of participatory mapping and the village of Laborie itself. The video documents a case study of how the participation of resource users in surveys of the resource that they use led to the adoption of sustainable resource use practices and opportunities for co-management and value-added activities.

Allan Smith then gave a brief presentation on participatory mapping. The approach described affordable tools and processes for gathering and exchanging information with

people who use natural resources. The approach combined off-the-shelf software such as Map Maker with GIS technology which provided the opportunity to incorporate aerial photographs into the mapping processes. The use of aerial photographs allowed community participants to identify the study area based on recognisable features. This in turn allowed community members to contribute information with spatial components, creating a truly participatory mapping process. The approach provides a mechanism for developing a common understanding among researchers and resource users on what natural resources and features exist, their location and name, again highlighting the value of combining traditional and scientific knowledge. The presentation also illustrated the value of participatory mapping in engaging community participants who may be unwilling to take part in more traditional community meetings.

Key points that emerged from the presentation and discussions on participatory processes were:

- participation is a term used to cover a spectrum of 'participatory' processes ranging from top-down decision making (the most powerful stakeholders informing some other stakeholders of some decisions) to full participation (inputs, analysis and decisions made with equitable involvement of all stakeholders). Most participants represented their countries as being nearer to the top-down position with regard to stakeholder participation in the decision-making about climate change and disaster risk reduction policy-making;
- participatory processes tend to be lengthier but lead to greater and more enduring stakeholder buy-in;
- stakeholder identification and analysis are prerequisites for effective participatory planning and conflict management.
- stakeholder mobilisation and selection of venues and processes which facilitate equitable participation require sound knowledge of the target audience,
- sensitivity to a range of factors including gender, religion, levels of education and literacy, and may necessitate multiple meetings and approaches;
- poorly thought-out or facilitated consultations which do not result in any perceived positive changes are leading to 'consultation burnout' at community level, necessitating even more careful planning and commitment to taking on board stakeholder inputs.

5.4.4. Laborie Field Trip

The objectives of the field trip to the Laborie community were to:

- view areas of the community vulnerable to climate variability and climate change
- participate in a panel discussion with members of the Board of the Laborie Development Foundation (LDF) to discuss how climate change issues are being taken into consideration in the development planning processes for Laborie; and
- present to community members the messages on climate change, vulnerability and adaptation, developed during the small-group sessions of the workshop and to evaluate their reactions.

5.4.4.1 Community Vulnerability Assessment

The participants formed two groups to tour the community of Laborie. The main vulnerabilities observed related to:

- the proximity of human settlements to the shore line;
- coastal erosion due to inappropriate development and climate change

- the potential for flash flooding due to poor drainage largely as a result of inappropriate garbage disposal and the presence of natural drainage features (“ravines”) running through the community.

During the tour discussions were held with members of the community to gain background information on observations, or local knowledge on seasonal patterns and environmental resources.

5.4.4.2 Panel discussion with the Board of the Laborie Development Foundation.

The meeting with the representatives of the Board of the Laborie Foundation provided the participants with an opportunity to gain first hand knowledge of community- driven development planning.

Before the panel discussion participants were invited to share their observations based on the walk through the community. Participants expressed concern about the coastal erosion and the amount of garbage they had observed. Panellists responded by noting that:

- the root causes of some of the coastal erosion often lay elsewhere (e.g. tourism developments);
- littering had decreased but effecting attitudinal change is a lengthy process, particularly where there is an entrenched belief that “the sea does not refuse anything”. Fishermen’s preference for planting coconut rather than sea grape trees was cited as another example of failure to adapt;
- LDF’s climate change awareness programme is starting with a programme for children, parents and teachers in the Early Childhood Centres;
- ‘local’ and ‘political’ power are not always the same and the electoral cycle and changing of councils can be a hindrance to locally-driven development.

Panellists presented on the following topics:

- Communications in the Laborie community (Lydia Charlemagne);
- Community involvement and the Laborie Strategic Development Plan (Augustus Dominique); and
- Building resilience through institutions (Lucius Ellevic).

The presentation on communications gave an overview of the factors that influence or impede effective communications in the Laborie community. The first factor was language. With the majority of the people of Laborie speaking Kwéyòl, a French-based patois, non-Kwéyòl speakers are at an immediate disadvantage. Persons from outside the community also need to build up credibility in order to be trusted, which requires time. The traditional values of the Laborie community equated knowledge and wisdom with experience and age. As a result a young person was not expected to offer advice to an older person. The fact that the people of Laborie were polite meant that they would not disagree or argue with an outsider but lack of opposition to an issue or an idea could therefore not be taken to represent acceptance.

The presentation on the Strategic Development Plan for Laborie highlighted the process that was used to develop the plan and the relationship between the efforts of the Laborie community to chart their own development and the national development processes and mechanism. The central philosophy that guides the work of the Laborie Development Foundation and that guided the formulation of the Strategic Development Plan is:

- development is a dynamic process;
- people should be at the centre of the development process;
- development efforts should be coordinated and should be seen to benefit the community. The philosophy is epitomised in the LDF tag line “**Yon Konmin – Yon Katjil – Yon Mouvman pou Divilopman**” (one community - one thought-collective action for development).

The Strategic Development Plan and the consultative process of community development were seen as an adaptive capacity that had been developed, and that would place the community of Laborie in a position to formulate adaptive response to changing climate. Although the plan was not completed, efforts would continue to invest in education, participatory resource monitoring, and incentives for wise resource use. At the national level, there was a need to improve integrated planning and to value natural resources and take these values into account in development planning. The absence of environmental science in the school curriculum was also lamented.

Mr Ellevic pointed to the need for vulnerability assessment studies and for the integration of national and local policy processes with activities on the ground in the communities. He also highlighted the building on existing coping mechanisms, such as the credit unions, as a valuable adaptive strategy.

5.4.4.3 Climate Messages: Presentation to the Laborie Community

The objective of the presentation to the Laborie community was to provide a practical opportunity to test the messages on climate change and climate change adaptation that had been developed by the participants during the course of the workshop, and to gain feedback whether they were relevant and effective

The presentation was staged at the Laborie market in the early evening. The presentation began with the introduction of the group and an overview of the evening’s programme.

The first item on the programme was the documentary “*In Hot Water*”. This was followed by the dramatic presentation opened with an ensemble rendition of the poem/song “*I don’t Want to Wash Away*”. The evening concluded with Aja’s poem “*Live as one*”, which exhorted people to unite in solving their problems and encouraged everyone to join hands in brother- and sisterhood.

This was followed by a question and answer session involving members of the audience. Members of the community spoke about some of the changes that they had observed that could be climate change related. The journalists also took the opportunity to interview members of the audience to determine which aspects of the messages had been assimilated (see Box 3 and Annex 22)

Box 5: Laborie Community Feedback

Jenny Chicot, 16-year-old student

“I think everybody deserves a chance and they should be treated equally. So if you see somebody doing something wrong you should tell them, and they will learn from it, even if they do not show it. I am going to encourage the people to learn about climate change and its effects on the society, and it starts with the family.”

Cyril Serieux, Chairman, Laborie Village Council

“One of the things I think we can do is to encourage water resource management. In other words, we can try to care for our fresh water resources. Another thing we can do is plant more trees.”

Lydia Charlemagne

“Climate Change will have more impact on our young male population than on females. There are more young women in school getting a good education than are young men.”

Errol George

“Climate Change is occurring because of the evil of man. It’s in the bible. The end of the world is near.”

5.5 Civil Society and Media Relations

On Day 4, workshop participants came together in plenary for presentations and discussions on improving NGO and CSO/media relations.

Donna Spencer, Communications Officer, IWCAM, started the session by posing a number of provocative questions:

- i) Are the challenges that the CSO/NGO community faces when dealing with the media any different from those faced by any other group?
- ii) What are these challenges?
- iii) What are the challenges that the media face when communicating with civil society organizations?
- iv) Is it important to have good relations with the media?
- v) What does it take to have good relations with the media?
- vi) Why should the media bother?
- vii) Is the media an inconvenience?
- viii) Is there a need to evaluate or review CSO interactions with the media?

The questions and brief discussions set the stage for a presentation by Julius Gittens entitled **“Guide to Media Relations”** (see Annex 24). Julius prefaced his presentation by explaining that the presentation would attempt to clarify what the media can and cannot do; what is news; tips on relating to the media; and media campaigns.

The discussion session that followed the presentations centred on:

- the respective roles and obligations of the parties involved in: producing and or disseminating information on climate change;
- the translation of information by CSOs into newsworthy pieces; and
- the role of media practitioners in assessing, accepting or rejecting material provided by the CSOs.

The media representatives felt that there was a general misunderstanding among NGOs and CSOs on what constitutes newsworthy material, what is interesting to the public, and the role of journalists in the publishing articles. Too many CSOs submit information that is not newsworthy, not realising that in many cases neither the editor nor the public share their interests or consider the issue in question as important. It was pointed out that since media houses are businesses, their bottom line is affected by their ability to provide news of interest to their readership. In other cases, the presentation of the information in the press release rendered the submission unusable (e.g. too long or in an illogical order). The journalists did not consider it their job to re-write press-releases and pointed out that most journalists are so hard-pressed for time that it is not realistic to expect this service to be provided.

The CSO representatives felt that not enough was done by media professionals to assist in the coverage of issues of importance to CSOs and NGOs, nor to assist or facilitate with the dissemination of CSO and NGO information.

At the end of the session there was consensus that the presentation and discussions had created greater mutual understanding of the respective perspectives and ways that CSO-media relations could be improved. This enhanced understanding could be further fostered by opportunities, such as this workshop, that provide opportunities for CSO and media representatives to work together.

6. Next Steps

Discussions were held on the options and opportunities available to the participants for continuing the processes of awareness and capacity building on climate change issues when they returned to their respective countries.

Participants from both tracks collectively developed outline plans for climate change awareness and capacity development project activities in their respective countries. The proposed projects focused on developing awareness of climate change and the related vulnerabilities unique to the Caribbean SIDS with the main target audiences being civil society leaders, journalists, and school children. More details of the proposals from the country representatives are attached at Annex 25.

The journalists also discussed various plans for maintaining the momentum developed in the workshop and expressed interest in pursuing the following stories:

- a. The effect of climate change on Jamaica's Blue Mountain coffee;
- b. Jamaica sinking on the south coast due to climate change (?);
- c. Regional technocrats and their struggles to represent the climate change story at the international level. Also this story could touch on the lack of awareness of the average person on this representation.
- d. Guyana and Belize – the effect of climate change on their different species and fauna.
- e. The processes associated with climate change
- f. The greenhouse effect – what it is – breaking it down for the layman

- g. Global warming – is this a part of climate change?
- h. Sea level rise – what will it mean for the region?.
- i. Oxone depletion/global warming – are they two different things?
- j. Rainfall levels/ precipitation – what does this mean for different people such as farmers?
- k. 11.450 parts per million – what does this number mean for the region?

Suggestions were also put forward for a series of regional initiatives, including:

- *Artistes Weathering Climate Change*: using ‘conscious’ artistes as the medium to convey messages about climate change and adaptation;
- a workshop for practitioners of theatre-in-education and drama-in-education with a view to producing relevant performance pieces and possibly a manual for use by others such as teachers;
- youth debates and/or Parliaments
- collaboration between organisations such as Sandwatch and UNESCO to promote messages in schools
- a workshop or seminar for government climate change focal points and representatives from other government agencies involved in social development and poverty reduction, with a view to more effectively integrating climate change adaptation strategies into social development planning and implementation.
- a series of workshops throughout the region to bring together government focal points and key civil society organizations at the national level to discuss adaptation strategies

7 Summary of workshop outputs

During the course of the workshop, following outputs were produced:

CSO track

- poem “*I don’t wanna wash away*” (see Annexes 16)
- drama presentation highlighting key climate change and adaptation messages (see the video report at Annex 2)

Media practitioners:

- *Laborie Times*, a news letter for the Laborie community about the workshop and the issues it was addressing (Annex 20);
- a radio “sound portrait” of the Laborie field trip, including interviews with members of the community (Annex 21);
- *The Laborie Experience*, a PowerPoint presentation on the Laborie field tri;
- two stories on the workshop and climate change were published in the Jamaica Observer. The other journalists also prepared stories to be published by their respective media houses.

Outputs produced after the workshop include:

- Report of workshop including identified priorities for national and sectoral strategies for raising civil society awareness (including CBOs and youth) and building capacity and preliminary identification of the role that CF and other partners can play in achieving these;
- Video documentary of the workshop (Annex 2)

7 Summary of workshop outcomes

- Capacity of 25 civil society participants from 11 Caribbean Commonwealth SIDS enhanced both in terms of their knowledge of Caribbean climate change trends, scenarios and adaptation planning policy and in terms of their ability to communicate relevant messages;
- Network of CSOs, journalists and performance artists created and maintaining communications with one another both via and independently of CANARI and Panos
- A series of follow-up activities identified and being actively pursued by CANARI, Panos and other participants.

8. Workshop Evaluation

The workshop evaluation consisted of two phases; voluntary and informal oral feedback, and the more formal completion of an evaluation questionnaire (results summarised in Annex 26).

The informal assessment brought out a number of common points:

- participants had learned a lot about GCC and its impacts.
- the knowledge gained about GCC and the documentation provided would be used by the participants to raise awareness in their respective countries.
- the workshop increased the confidence of participants to deal with climate change issues.
- mixing artists, journalists, scientists, and CSO representatives was considered visionary and the resultant synergies and creativity were deemed exceptional.
- the expectations of the participants were met and in most cases surpassed.
- the level of productivity at the workshop was impressive and the fact that people worked together in their free time to do this was testimony to the enthusiasm generated..
- consensus that future climate change awareness and capacity development workshops, whether at the local, national or regional level should bring together civil society, artists, scientists, government representatives.

Annexes available on request to info@canari.org