



**Promoting participatory ICTs for adding value to traditional knowledge in climate change adaptation, advocacy and policy processes in the Caribbean**  
**Mobilisation plan**

**Objective:** To stimulate interest of key stakeholders to participate in the three dimensional model building exercise in Tobago during the period 29<sup>th</sup> September to 12<sup>th</sup> October 2012

**Target groups:**

The groups being targeted for participation in the process are:

- 18 representatives from national and regional organisations for the entire period to participate in the training of trainers;
- 40 secondary students from Tobago to assist with the building of the blank model from Friday 28<sup>th</sup> to Tuesday 2<sup>nd</sup> October 2012;
- 120 informants (community leaders, fisherfolk, farmers, tourism entrepreneurs, NGOs and CBOs, policy makers and resource managers in government agencies, and students) from Tobago to populate the model during the period Wednesday 3<sup>rd</sup> October to Thursday 11<sup>th</sup> October 2012;and
- 40 observers, drawn from government agencies, academia, regional NGOs and CBOs, regional inter-governmental secretariats and technical agencies and international technical agencies, from the Caribbean to attend at any time during the construction of the model.

**Mobilisation strategies:**

<b><i>Target group</i></b>	<b><i>Mobilisation strategies</i></b>
Trainers from national and regional organisations	<ul style="list-style-type: none"> <li>• Direct emails sent to heads of national and regional organisations</li> <li>• Follow-up direct e-mails to appointed representatives</li> <li>• Follow-up telephone calls to heads and appointed representatives</li> </ul>
Secondary school students from Tobago	<ul style="list-style-type: none"> <li>• Correspondence faxed to the Principals of each school</li> <li>• Follow-up calls to secure appointments to visit and give presentation to interested lower sixth form students</li> </ul>

	<ul style="list-style-type: none"> <li>• Presentation and question and answer session at each school</li> <li>• Follow-up telephone calls to Principals and teachers</li> </ul>
Informants from Tobago	<ul style="list-style-type: none"> <li>• Face to face visits with policy makers and key stakeholders (Heads of key government agencies, NGOs and CBOs)</li> <li>• Direct emails and letters sent to community group leaders</li> <li>• Direct emails and letters sent to key stakeholders to stimulate other informants</li> <li>• Follow up emails and telephone calls to appointed representatives of organisations</li> <li>• Regional mobilisation meetings</li> <li>• Presentations to groups</li> <li>• Reminder telephone calls</li> <li>• Press releases</li> <li>• Local radio and television appearances</li> <li>• Hosting of project webpage and Facebook posts on CANARI's site</li> <li>• Source, as much as is possible, materials and supplies from informants</li> </ul>
Observers from the region	<ul style="list-style-type: none"> <li>• Direct emails sent to heads of national and regional organisations</li> <li>• Follow-up direct e-mails to appointed representatives</li> <li>• Follow-up telephone calls to heads and appointed representatives</li> </ul>

### Workplan:

Phase	Activity	Responsible*	Support and informed	Resource	Output	Timeframe
<b>Phase 1: Planning</b>	Perform stakeholder identification and analysis to identify residents of Tobago with natural resource -based livelihoods	CANARI - STO, TO	THA DAMME - EO II	CANARI staff with knowledge of landscape in Tobago and key personnel from DNRE	Stakeholder analysis	July 2012
	Create database of stakeholders to mobilise with contact information	CANARI - STO, AO	THA DAMME - EA (DNRE), FEO (MRF)	CANARI master contact list Departmental stakeholder list	Database of participants	August 2012
	Prepare concept notes and letters of introduction to target groups to build	CANARI- STOs, AO			Concept note and draft letters of introduction	August 2012

	understanding of objective of the exercise						
<b>Phase 2: Awareness raising</b>	Disseminate concept note and other materials	CANARI- STO, AO			Emails, faxes and snail mail	August 2012 (2 <sup>nd</sup> week)	
	Conduct visits to Tobago partners to stimulate interest of key stakeholders who are positioned to mobilise other stakeholders <ul style="list-style-type: none"> <li>• Secretary for the Environment</li> <li>• Public Relations Specialist DAMME</li> <li>• Deputy Director Environment</li> <li>• Fisheries Extension Officer</li> </ul>	CANARI- STO				September 2012 (2 <sup>nd</sup> week)	
	Conduct visits to media to raise awareness and publicise event	CANARI- STO UWI					September 2012 (while doing mobilisation and intro. workshops)
	Host mobilisation workshops to raise awareness, publicise event and get appointments for groups to attend to populate the model and for community visits to groups	CANARI- STO	UWI- PL THA- DNRE, FEO	THA to provide venue, chairs and tables.	Listing of appointments for groups of informants		September 2012 (1 <sup>st</sup> week)
	Visit community groups	CANARI-Con	THA - DNRE,		Listing of		September-

	to raise awareness, publicise event and get appointments for groups to attend to populate the model		FEO		appointments for groups of informants	October 2012 ( following initial mobilisation meetings)
	Conduct reminder calls to informants to confirm appointments to attend	CANARI-Con, STO, AO			Listing of confirmed appointments for groups of informants	September - October 2012
	Develop and disseminate press releases to raise awareness and publicise event	CANARI- STO	THA - PRS			August/ September/ October 2012 (coinciding with major milestones - start, finish of blank model/ first group of informants, handover)
	ICT activities <ul style="list-style-type: none"> <li>• Project web page</li> <li>• Facebook</li> <li>• Blogs</li> </ul>	CANARI- STOs, TO	CTA	CANARI website to host.	Project webpage, Facebook posts and blogs	September 2012 and continuing through building of model
<b>Phase 3: Analysis of lessons learned and documentation</b>	Facilitate debrief and evaluation session with trainees	CANARI- STO			Daily debrief sessions and trainee evaluation forms to include analysis of lessons learned on	October 2012

					mobilisation,	
	Facilitate debrief and evaluation session with CANARI staff and document in Learning Journal	CANARI- STO				October 2012
	Get feedback from partners	CANARI- STO				October 2012
	Document mobilisation lessons and recommendations in final project report	CANARI- STO				

\* CANARI= Caribbean Natural Resources Institute; STO = Senior Technical Officer (project manager); TO = Technical Officer (project technical assistant); AO = Administrative Officer (project logistics); Con = Consultant (project mobilisation in Tobago).

THA DAMME= Tobago House of Assembly Division of Agriculture, Marine Resources, Marketing and the Environment; DNRE=Department of Natural Resources and the Environment; MRF= Marine Resources and Fisheries; EA = Environmental Assistant; EO II= Environmental Officer II; FEO - Fisheries Extension Officer; PRS=Public Relations Specialist.

UWI=University of the West Indies, St. Augustine; PL=Project leader.

CTA= Technical Centre for Agricultural and Rural Cooperation.