

# Bringing it down to Earth

## Communicating climate change in the Pacific islands

SIDS workshop on the implementation of UNFCCC  
Article 6, St Lucia, 3-5 July 2007



**CLIMATE CHANGE ?** HOT, COLD  
FLOODS, GASES, WINDS, GLOBAL ↓  
UNDERSTANDING, FEAR, GREENHOUSE,  
US, CO<sub>2</sub>, NOW, TOGETHER,  
SOLUTIONS.

Thank you to The Climate Challenge





# Education and communications

What's  
the  
issue?

How  
does it  
affect  
me?

What  
can I do  
about it?



SPREP

# CLIMATE CHANGE

= change in attitudes and behaviours



# Pacific islands region: A snapshot

- Highly vulnerable
- Islands in the world's largest ocean: 2% land
- Highly dependent on natural resources: 80% living in coastal zone
- Unique biodiversity, highly threatened



# Secretariat of the Pacific Regional Environment Programme (SPREP)

Intergovernmental organisation working with 21 Pacific island countries and territories, and four developed countries to:

*Strengthen environmental management*

*Promote sustainable development*



Based in Apia, Samoa, with 70 staff working in three key areas:

climate change and vulnerability

biodiversity conservation

pollution prevention

## CROSSCUTTING ISSUES:

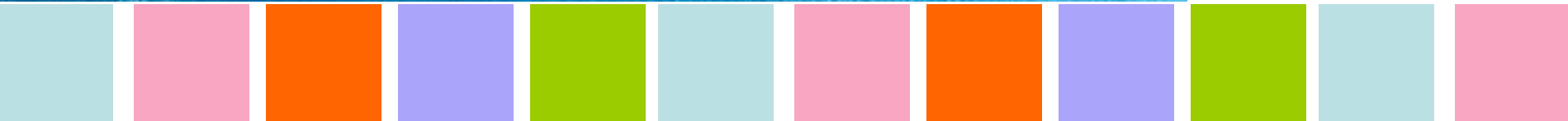
- Capacity development
- Education, communications, behaviour change
- Information management





# SPREP's Education and Communication for a Sustainable Pacific Guiding Framework, 2005-2007

1. Formal education
2. Communication
3. Capacity building, networking and partnerships



# Communications capacity building PROGRAMME

In 2006, SPREP facilitated sub-regional and national workshops focused on supporting the development of communications strategies

100 government and NGO  
representatives, media

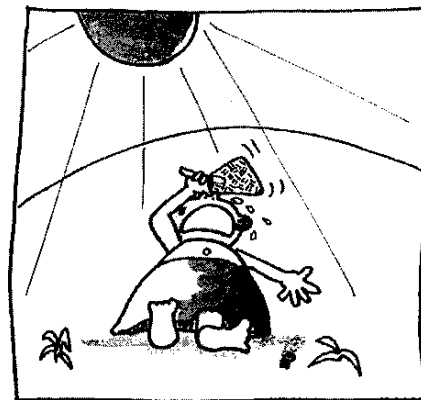
14 countries and territories

Training materials

Campaign and strategies developed



# Samoa Climate Change Communications Strategy



Cross-sectoral participation: water, energy,  
conservation, education, health

First national climate change communications  
strategy in the Pacific

Overarching communications strategy for the  
Ministry of Natural Resources and Environment



# Key elements of Strategy:

Overarching branding

Collaboration across sectors

Tailors messages to suit audiences

Highlights appropriate tools and approaches

Integrated monitoring and evaluation

Funding mechanism



# Lessons learnt

- Will and commitment
- Communications strategy helped streamline focus
- Encouraged collaboration/partnerships
- Little focus on implementation on New Delhi Work Programme



# SPREP's Guiding Principles for climate change communications

Integrate comms into existing  
climate change Strategies/Plans

**Strong islands. Strong future.**



# Bring climate change down to Earth

- Make it real, relevant.
- Information does not necessarily lead to behaviour change.
- Understand different audiences need different messages.



Global change | island action



# Tap into values



## Schultz' values

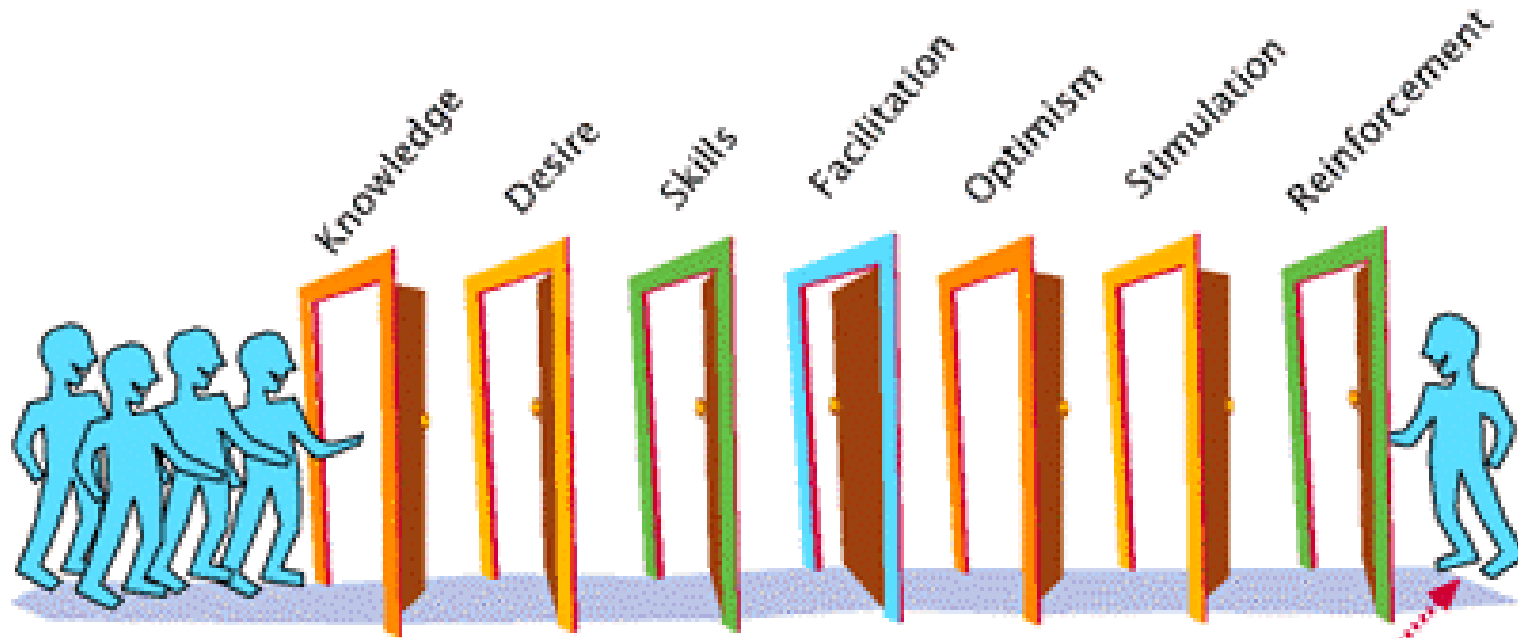
### Three key categories:

1. Egoistic (concern for self)
2. Altruistic (concern for others)
3. Biospheric (concern for all species)





# Focus on behaviour change



COMMUNICATION



educator



# BASIC BEHAVIOUR CHANGE PRINCIPLES

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- People naturally gravitate toward actions that yield high benefits and for which there are few barriers.
- People are driven by incentives (economic, social or moral).
- A benefit to one person may be a barrier to another.
- People choose between behaviours.



# Understand the 'Me' factor

- Individual vs collective dynamics
- Research in the Pacific highlights that individual/household motivators are more effective
- 'Free-rider' effect



# Grow partnerships

- Facilitate partnerships with NGOs, Government, and private sector
- SPREP and WCC
- Build social capital within communities



# Plan, monitor and share

Collect baseline data

Develop indicators

Monitor, evaluate

Share results

“Without planning, our communication initiatives become a blind experiment in public psychology – a very uncontrolled and costly stab in the dark”.



# New Delhi Programme of Work

## OPPORTUNITIES/Pacific countries

- Positive operating environment
- Countries focusing on developing national strategies
- Opportunities to leverage support
- Focusing on partnerships/networks
- Solid education/communication experience



# New Delhi Programme of Work

## REGIONAL IMPLEMENTATION

## SUPPORT OPPORTUNITIES

- Regional communication campaign
- Regional contact points/hubs/Regional Centres of Excellence
- Regional network
- Technical backstopping
- Hosting of Pacific/SIDS relevant website



# New Delhi Enhanced Work Programme – FOOD FOR THOUGHT

- Evaluate existing tools against regional/national needs
- Use baseline information to develop indicators to monitor/evaluate effectiveness
- Communications Strategy – SIDs/regional
- Branding/identity
- Technical backstopping
- Funding opportunities





All communications should prompt people to: think, feel or act differently

Communications is a process

Focus on behaviours

Integration with other tools

Planning is the key

