PUBLIC AWARENESS, COMMUNICATION AND ACCESS TO INFORMATION ON CLIMATE CHANGE ISSUES IN SAINT LUCIA

Regional Workshop for Latin America and the Caribbean on Article 6 of the Convention (Education, Training and Public Awareness)

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E. Crispin d’Auvergne
OUTLINE

- Overview of Saint Lucia
- Defining the Problem
- Key Messages
- Audiences
- Communication Pathways
- Access to Information
- Success Stories
- Challenges/Constraints
- Key Needs
SAINT LUCIA IN A NUTSHELL

- **Location:** 13°59′ N, 61W
- **Area:** 616 Km²
- **Population:** 170,000 (est.)
- **Key Economic Sectors:** Tourism, Agriculture, Services
SAINT LUCIA: SOME CLAIM(S) TO FAME

- Twin peaks (Pitons)
- Drive-in volcano
- High species endemism
- Two Nobel Laureates
- A top wedding, Honeymoon destination
- Saint Lucia Jazz Festival
SO, WHAT’S THE PROBLEM?

- Small size
- Fragile ecosystems
- Vulnerability to natural disasters
- Small, open, non-diversified economy
- Limited human and institutional capacity

- Already hotter nights and lower diurnal variation
- Decadal warming above global average
- Projections for 26+% decrease in rainfall by ’50
- More intense hurricanes projected
- Worst drought in 40 years (2010)
- Coral bleaching event 2005
- Increasing weather variability
- Sea-level rise a threat to coastal ecosystems and communities
- All sectors will be affected
SO, THE MESSAGE(S)

- Climate Change is happening
- It will affect everyone and every sector
- We must take it seriously and give it the urgency it deserves
- We can and must act now
- We must plan for the future
- Many actions we will take are no-regrets actions that need to be done, anyway
- Everyone, including “you” can do something
- We need to secure and allocate resources
Public Awareness: Audiences

Audiences:- Many, including:
- Political Directorate
- Partner agencies (Gov’t)
- Youth
- Students
- Resource Users
- NGOS
- Resource managers
- Sector stakeholders (health/medical, tourism, business/financial)
Communication Pathways...

- TV: General Public
- Radio: General Public
- Brochures: Students, General public
- PSAs: General Public
- E-mail: Collaborating agencies, partners
- CC Toolkit: Teachers
Communication Pathways

- Website: Public (global and local)
- Meetings & Workshops: Sector stakeholders, public
- Exhibitions & Fairs: Public
- Audio-visual productions: Sector stakeholders, students, public (over TV)
- Special Days: World Environment Day, Energy Awareness Week, Ozone Day...- Public, partners
- High Level Briefings: Prime Minister, Minister, Parliament (planned)
- Pilot Projects
Access to Information

- First official national climate change website in the Caribbean established in 2000: [www.climatechange.gov.lc](http://www.climatechange.gov.lc)
- Provides information, news and downloadable documents.
- Links to other regional and international websites
- Newsletter: Nexus (hard copy, via e-mail)
- Database of national, regional and international documents
- Direct communication with media
- One-on-one with students, researchers, members of the public
Success Stories

- Insurance Sector: Sector Workshops
- Youth taking charge: Caribbean Youth Environment Network (CYEN)
- Worldwide Views on Climate Change
- High Level Briefings (Prime Minister)
Guiding Principles

- Collaborate wherever possible with other agencies/partners
- Source and use information, messengers, messages and experiences relevant to local context
- Wherever possible, base work on scientific approaches (e.g. baseline surveys, KAP)
- Establish relationships with media
- Build PE&A components into CE projects wherever possible
- Create the link with CC wherever possible
Challenges & Constraints

- Inadequate Financial resources
- Limited Manpower and few dedicated PE&A persons across agencies
- Still inadequate co-operation and collaboration
- Getting agencies and individuals to take ownership and act on CC
- Language issues (English/Kweyol)
Key Needs

- Dedicated and adequate human resources
- Continuous research and monitoring
- Deeper collaboration
- Adequate and sustained financing to enable a programmatic, and not top-down, project-driven, approach
Thank You.
Gracias
Mèsi

THE END