

# 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)

**Ocean Blue and Sand Resort  
Bavaro, Dominican Republic**

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# 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 Km<sup>2</sup>

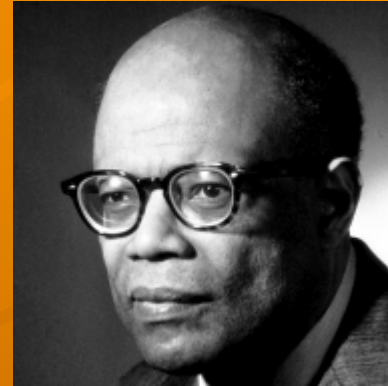
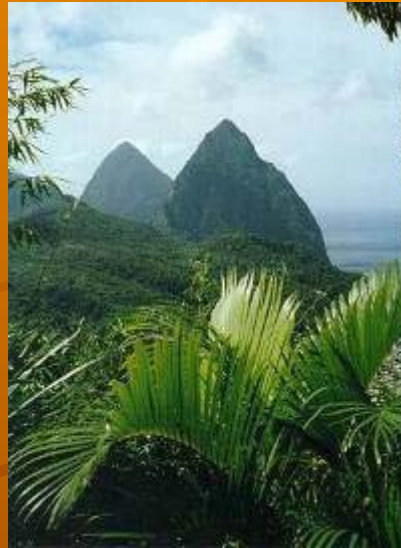
✦ Population: 170,000 (est.)

✦ Key Economic Sectors: Tourism, Agriculture, Services



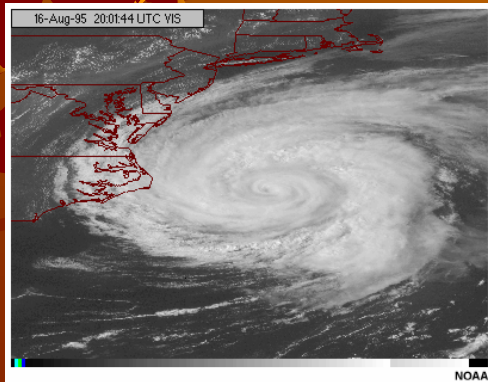
# SAINT LUCIA: SOME CLAIM(S) TO FAME

- ✦ 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



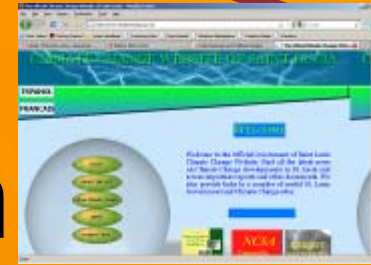


# Communication Pathways

- ◆ 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 down, project-driven, approach



# THE END

✦ Thank You.

✦ Gracias

✦ Mèsi

