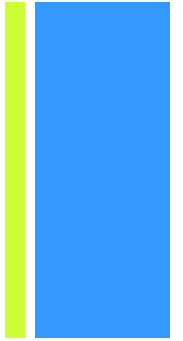
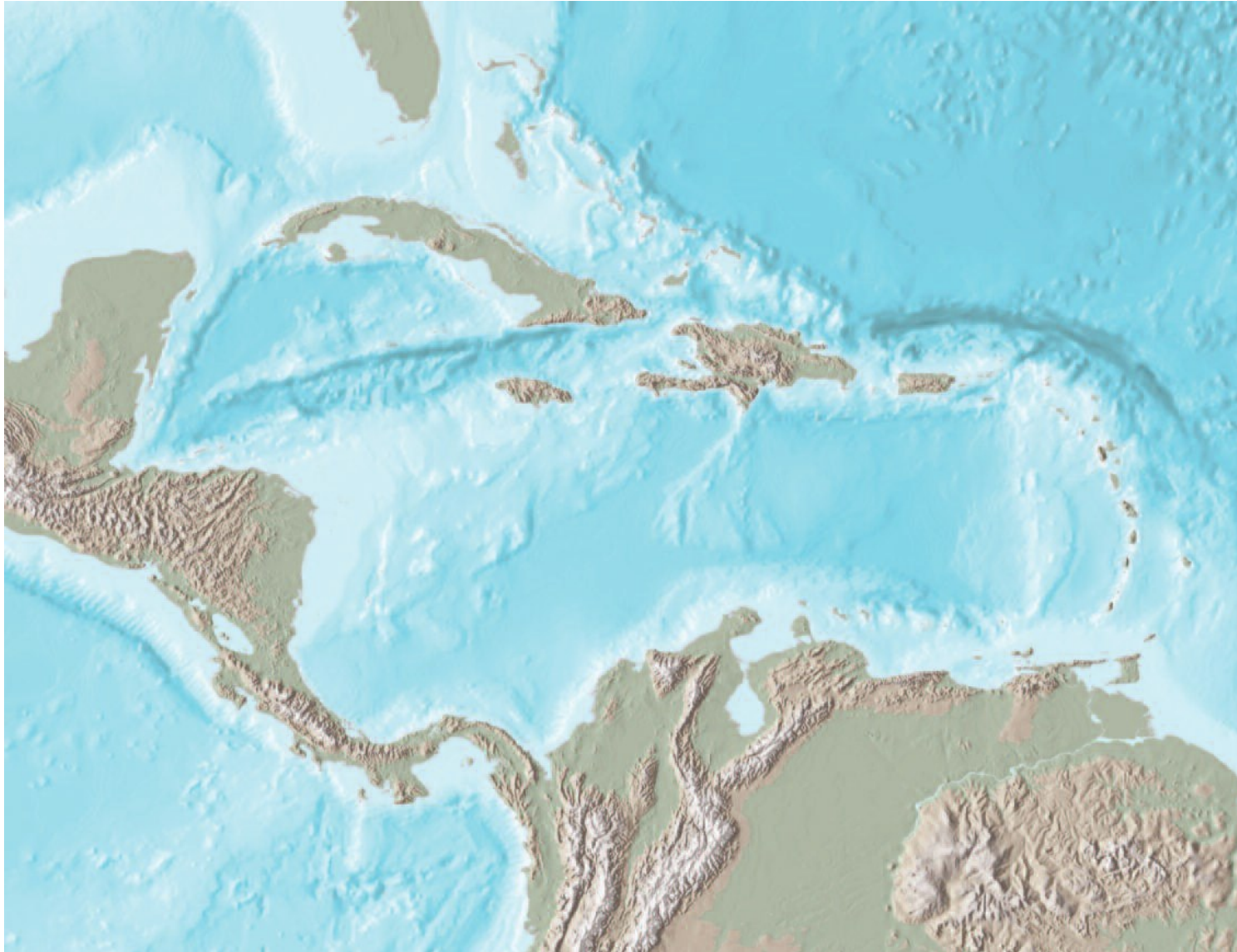


Communicating Climate CHANGE in the Caribbean

**AVA-GAIL GARDINER
CHANGE COMMUNICATIONS LTD.
JAMAICA, WEST INDIES**

+

“PARADISE” ON THE FRONT LINE



+ ON THE FRONTLINE

- SIDS VULNERABILITY
- UNIQUE, FRAGILE ECOSYSTEMS
- EXACERBATED BY CLIMATE CHANGE
- COASTAL: SEA LEVEL RISE; EROSION; SALINE INTRUSION
- MARINE: ACIDIFICATION OF OCEANS; CORAL REEF BLEACHING



+ ON THE FRONT LINE



DOMINICA

SOURCE : MATT CAIN/ SAMARITAN'S PURSE



SINT MAARTEN

SOURCE : REUTERS



2017: YEAR OF ENVIRONMENTAL DISASTERS



BARBUDA BEFORE



BARBUDA AFTER



SOURCE: DIGITAL GLOBE

+

2017: YEAR OF ENVIRONMENTAL DISASTERS

DOMINICA - BEFORE



Right: Ashley White

DOMINICA - AFTER



Right: Ashley White

SOURCE : ASHLEY WHITE

+ ON THE FRONT LINE

- SMALL, OPEN ECONOMIES
- HIGH DEBT / LOW GDP
- POVERTY (SLAVERY, COLONIALISM)
- INSECURITY OF LAND TENURE (SQUATTING)
- SOCIO-ECONOMIC VOLATILITY
- HIGH UNEMPLOYMENT



HAITI

+ ON THE FRONTLINE

- HIGHLY DEPENDENT ON IMPORTS: FOOD, PETROLEUM (HIGH COST OF ELECTRICITY)
- TOURISM, SERVICES
- HIGH COST OF LIVING
- UNSUSTAINABLE DEVELOPMENT



SOURCE : CNN

+ TOURISM = UNSUSTAINABLE DEVELOPMENT?

SINT MAARTEN BEFORE



SINT MAARTEN AFTER



SOURCE : REUTERS

+ TOURISM = UNSUSTAINABLE DEVELOPMENT?

BRITISH VIRGIN ISLANDS BEFORE



BRITISH VIRGIN ISLANDS AFTER



SOURCE: GUARDIAN

+ ON THE FRONTLINE

- The most vulnerable include:
- The Young/ the Old
- Women
- Farmers/ Fisherfolk
- Remote rural populations
- Inner city communities
- Poor infrastructure and limited access to resources.
- The struggle for survival



ST. MARTIN

SOURCE : Carlos Giusti/Associated Press

+ CLIMATE CHANGE : ONE MORE CHALLENGE

- The most vulnerable have limited knowledge about climate change and very little resources to cope with the impacts
- + Challenges of daily life
- Many feel hopeless = that can lead to apathy.



SOURCE : CNN



A VISION FOR CHANGE

Voices for Climate Change Education: A Case Study

+ A VISION FOR CHANGE:

- Panos Caribbean: Vision of “enabling the people of the Caribbean to conceive, drive and communicate their own development agenda” using Participatory Learning in Action (PLA)
- Climate Change Programme = Education for Behaviour Change + Advocacy for Climate Justice are core strategies.



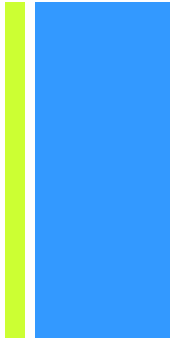
+ VOICES FOR CLIMATE CHANGE EDUCATION



- Public-Private Partnership (led by National Environmental Education Committee + Panos Caribbean)
- Stakeholder Consultation
- Recruitment Of Artists/ Music Professionals
- Training on Rudiments of Climate Change
 - How Climate Change affects them and their communities
 - Artist's Image/ Context of Climate Change
 - To Communicate Climate Change in clear, simple language/
appeal to emotive



CREATING CHANGE: THE THEME SONG



- THE PROCESS:
- Songwriting
- Composing
- Recording
- Editing/ Mastering
- Release



CREATING CHANGE: THE VIDEO



- Requis (location scouting)
- Filming
- Release
- COP 2009 – Copenhagen.
Global Warming was the opening video for the three day film festival held there



Prominent Caribbean presence through music

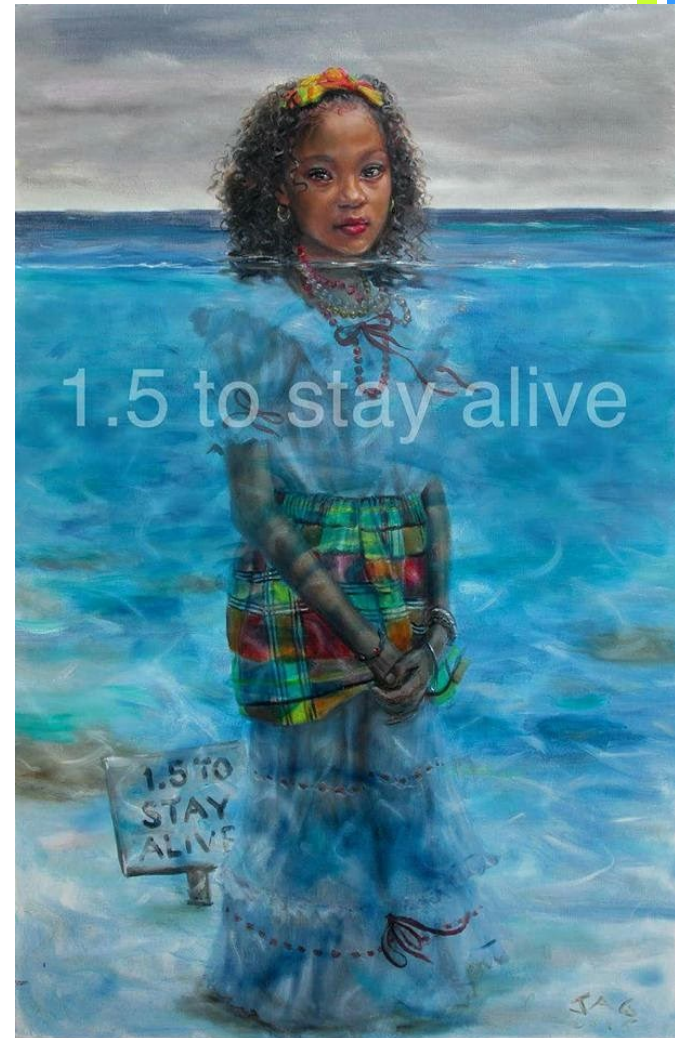


“GLOBAL WARMING” MUSIC VIDEO



Voices For Climate Change – GROWS & EXPANDS

- Based on impact regionally and internationally the model was scaled in 2015 to ensure artistes participation in Paris
- ROAD TO PARIS COP
- 1.5 CAMPAIGN – regional artistes (performing and visual) did 3 month awareness raising campaign ending in 2 going to Paris
- LAUNCH OF EP – EARTH INSPIRED



#1point5toStayAlive

The Caribbean's Climate Justice Hub



THE FACTS THE ACTIONS THE SONGS THE NEWSWIRE DOCS VIDEO

Government of
Saint Lucia



Ministry of
Sustainable
Development,
Energy,
Science and
Technology



**Caribbean
Community
Climate
Change
Center**

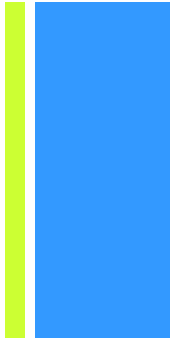


**Panos
Caribbean**

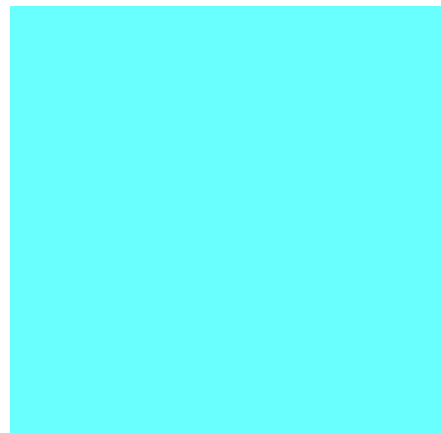
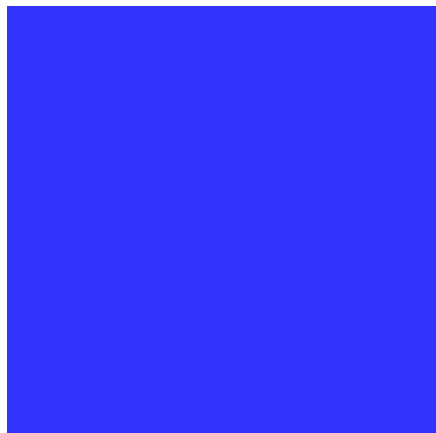
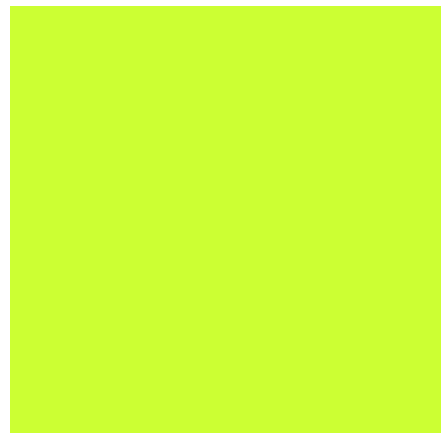


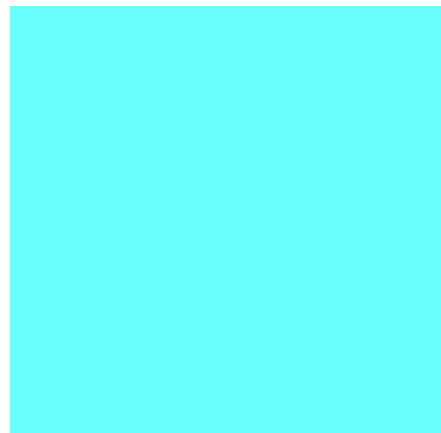
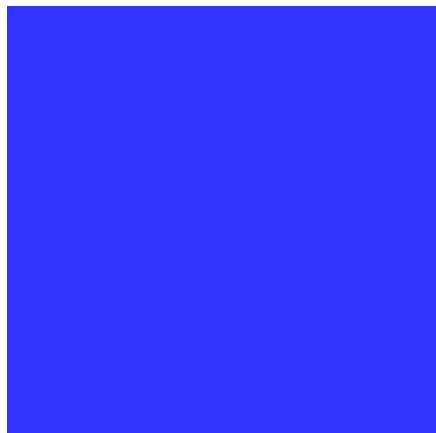
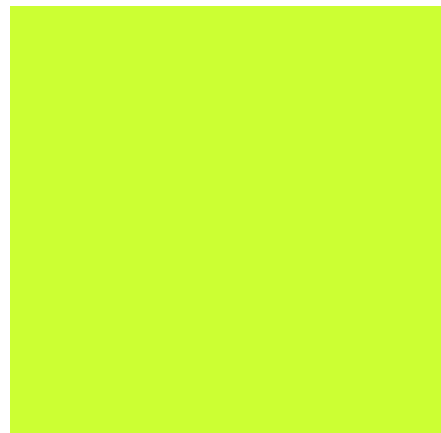


Lessons learnt from both Initiatives



- *Multi-modal messaging* is key for climate change communication.
- Both achieved major results with limited resources
- For effective implementation of Paris Agreement *sustainability of messaging is important*
- *Participatory processes* are critical for *stakeholder ownership*
- Resources still available online for general use:
 - <http://1point5.info/>
 - <https://www.youtube.com/watch?v=M-5NGTSzTJs>
- Message still as urgent now as then





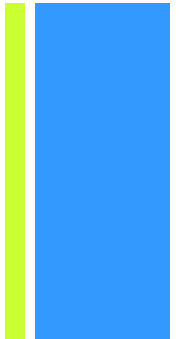


EDUCATION FOR CLIMATE CHANGE

INTERACTIVE EXERCISE



MEET YOUR AUDIENCE WHERE THEY ARE...



- **Interactive resources** to engage audiences in learning about climate change adaptation include:
 - Q & A (quiz);
 - role playing;
 - edutainment – drama and song;
 - folk knowledge and story-telling;
 - case study sharing;
 - participatory online research;
 - community resource mapping

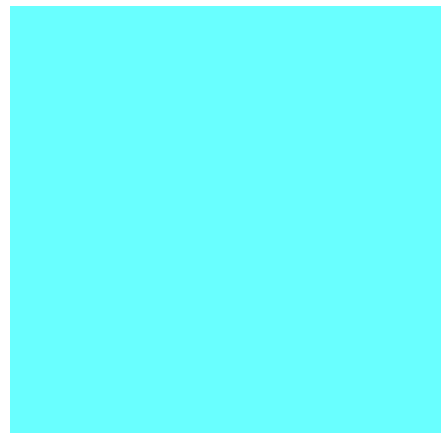
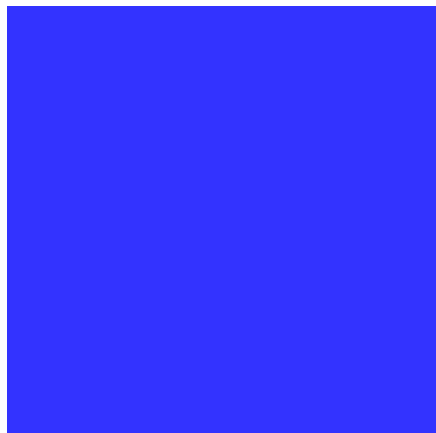
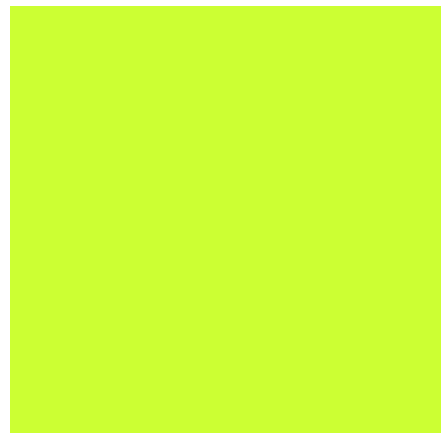
■ PLA EXERCISE



+ Key Questions

- Who is your target?
- How can you reach/ engage with them?
- What issues to focus on?
- When to partner (and with whom)?
- What resources will you need?
- Where to leverage resources?
- How to gain maximum publicity for an initiative?





+ FEEDBACK FROM IWCC
PARTICIPANTS...

