

CPACC Progress Report
Public Awareness and Information Dissemination
April 12, 2000
Carlton James

**CARIBBEAN PLANNING FOR ADAPTATION TO GLOBAL
CLIMATE CHANGE
(CPACC)
PROJECT**

**REPORT
ON
REGIONAL MEDIA CONSULTATION
27-28 April 2000**

Carlton James
Coordinator
Consultant, Public Awareness and Information Dissemination

CONTENTS

- 1. OVERVIEW**
- 2. PARTICIPATION (Media; NICUs; Other)**
 - 2.1 Media**
 - 2.2 NICUs**
 - 2.3 Other**
 - 2.4 Media Coverage**
- 3. VENUE**
- 4. COORDINATION & LOGISTICS**
- 5. CONSTRAINTS**
- 6. OPPORTUNITIES**
- 7. CC PUBLIC AWARENESS: a NICU Perspective**
- 8. CC PUBLIC AWARENESS: a Regional Media Perspective**
- 9. CC PUBLIC AWARENESS: a CPACC RPIU Perspective**
- 10. FOLLOW-UP**
 - CPACC Coordination of Public Awareness Activities**
- 11. ACKNOWLEDGMENTS**
- 12. ANNEXES**

1. OVERVIEW

The CPACC Regional Media Consultation (RMC) took place as planned. As reported in my First Interim Report, the Government of Trinidad and Tobago; its agencies and authorities devoted significant resources and accorded high priority to the Consultation. Consequently Trinidad and Tobago was represented at many levels as follows:

The Government; by Dr. the Hon. Reeza Mohammed who, delivered the feature address at the opening ceremony and along with his wife, Mrs. Joan Mohammed, attended the welcome reception for delegates on the evening of 27 April at the Ambassador Hotel.

The Environmental Management Authority (EMA); by its Managing Director and Chief Executive Officer, Dr. Dave McIntosh and Environmental Specialist and Chairman of the National Climate Change Committee, Mr. Kishan Kumarsingh.

The Petroleum Company of Trinidad and Tobago (PETROTRIN)

2. PARTICIPATION (Media; NICUs; Other)

2.1 Media

Media practitioners (Print and Electronic) came from;

- Antigua and Barbuda
- Barbados
- Dominica
- Grenada
- Guyana
- Jamaica
- St. Kitts and Nevis
- St. Lucia
- St. Vincent and Grenadines, and
- Trinidad and Tobago.

In addition international wire services, The Associated Press (AP) and the Caribbean News Agency (CANA) were represented

All National Focal Points were notified and contacted by e-mail and telephone. However there were no participants (NICU or Media) from Bahamas and Belize.

2.2 NICUs

National Focal Points (NFPs) or representatives of National Implementing and Coordinating Units (NICUs) came from ten of the twelve countries participating in the CPACC project. The NFPs or NICUs came from;

- Antigua and Barbuda
- Barbados*
- Dominica
- Grenada
- Jamaica
- St., Lucia, and
- Trinidad and Tobago.

Barbados*

The position of the Barbados National Implementation and Coordination Unit (NICU) was presented by Mr. Rawleston Moore, who served as the Barbados NFP until very recently when he joined the CPACC RPIU as a CPACC Project Officer.

Bahamas and Belize were not represented.

2.3 Other

The Petroleum Company of Trinidad and Tobago (PETROTRIN) was represented by Environmental Specialist, Ms. Janice Chitaman, whose brief included liaison on the logistics of the CPACC Private Sector Seminar, due to take place at the PETROTRIN headquarters on 15-16 May 2000.

Various other Trinidad and Tobago (T&T) Ministries and Statutory bodies were represented. These included the Government Information Service, the Planning Authority and the Water and Sewerage Authority (WASA).

2.4 Media Coverage

Coverage of the consultation and issues which emerged, was good by all media and was enhanced in terms of content by the fact that the participants themselves filed stories and contributions as appropriate to their principals. This included broadcast of the CPACC audio feature produced by the public awareness consultant. Coverage in the print media continued into the next week.

The vibrant and professional communication machinery of the EMA of Trinidad and Tobago was critical to the significant national, regional and international coverage of the consultation and issues.

3. VENUE

The Consultation was held at the Ambassador Hotel, a pleasant venue with responsive and courteous staff. Service was on time and as flexible as we required. Attached, as Annex 1 is a note to the EMA on the subject.

4. COORDINATION & LOGISTICS

Carlton James coordinated and facilitated the Consultation. The EMA of Trinidad & Tobago provided the logistics, coordinated the production of vital props, e.g. the banner, negotiations and liaison with the hotel/conference venue, confirmation of return reservations.

5. CONSTRAINTS

Neither the organizers nor the participants identified any constraints to their participation. It is reasonable to assume that they faced none.

6. OPPORTUNITIES

The consultation appeared to achieve its initial objectives of providing the opportunity for discussion on Climate Change issues in general and the CPACC project in particular. Chairperson of the opening session, Ms. Joan Ferreira, as she introduced the Minister of the Environment, said that it was the first time in the region that such a large number of media practitioners interacted with project personnel, officials and scientists on an environmental issue. This view was shared by many, including the representative of the Associated Press who has been covering the region for some 20 years.

In addition, the consultation provided the opportunity for interaction between stakeholders from throughout the region to bring to bear their unique professional perspectives. Among the participants were health educators, scientists, communications and PR personnel, administrators, civil engineers and civic administrators. The range of skills and disciplines alone represented the basis for a vibrant network for CPACC; one which the project needs to follow-up urgently.

7. CC PUBLIC AWARENESS: a NICU Perspective

The varying perspectives presented by the National Focal Points or NICU representatives, mirrored to a large degree the unique structure and functions of NICUs from one CPACC "Participating Country" to another.

Trinidad and Tobago's EMA, a larger NICU, has an active and developed programme of activities with the national media and other stakeholders, reflective of and commensurate with the stage of the country's economic development.

According to the presenters, in other countries, the NICU structure ranged from a unit in a government ministry or department, to a single government official, who had CPACC coordination as only one of his/her many duties.

The NICUs with fewer resources, human or material, face greater challenges in their Public awareness and liaison activities, and require assistance from the RPIU. In this regard the consultation urged the RPIU to identify the specific NICU needs at country level in order to strengthen their capacity and consequently, the network of NICUs.

8. CC PUBLIC AWARENESS: a Regional Media Perspective

Most participants were unaware of CPACC. By day 2, they expressed the view that the subject was important by itself, but more so in the context of environmental concerns in national and regional planning.

They feel, however, that a user-friendly vocabulary is required to enable them and their colleagues in other regional media to comprehend and follow the issues of climate change. They need more information on CC in general and the project activities in particular. Information on political and legislative processes, they feel would be especially useful.

“The participants tabled a consensus request to CPACC to:

- Devise a mechanism to ensure a continued flow of information on issues and developments related to Climate Change.
- Develop a forum for circulation and exchange of material produced and presented in the media of CPACC participation countries, and
- Facilitate the development of a network of media practitioners who deal with Climate Change issues.

A name worth considering for the network is “ Media for Climate Change Awareness (MECCA). The RPIU will serve as the communication node for the network, which will comprise primarily, but not exclusively, journalists who attended the Consultation in Trinidad. It is anticipated that the circular on the structure and composition of MECCA will go out, in August 2000, to all who attended the Media Consultation. Trinidad and Tobago

9. CC PUBLIC AWARENESS: a CPACC RPIU Perspective

The RPIU presenters were in the main, clear in their presentations, and observed the time limits well. As a group, the RPIU realized that participants saw it as the main resource in the region on climate change and related issues. The interactive nature of the sessions placed all RPIU staff in the role of resource persons who intervened as required, and to their credit, they acknowledged areas they were not in a position to address at this time. One of these was localized data, based on modelling for the region.

The RPIU identified the CPACC web-site as the authoritative source of information on CPACC and urged the group and others with whom they would interact to use the web-site more. The assurance was given also that queries would be answered promptly.

Throughout the consultation, the RPIU staff and consultants reminded participants of the CPACC structure and that CPACC was an NICU-based alliance in which the NICUs were really CPACC and the RPIU was a service unit. This was useful for the NICUs/NFPs themselves as the discussions in that context helped them focus on the type of support they would need from the RPIU to help them service their constituencies.

10. FOLLOW-UP

CPACC Coordination of Public Awareness Activities

As a result of the Consultation, CPACC now has a responsibility to broker and help sustain a relationship between the various stakeholders and the national and regional mass media during the remainder of the project cycle and to set-up a mechanism for sustainability of that arrangement beyond the end of the project (December 2001).

This makes the formation and facilitation of MECCA a matter of urgency (see Section 8).

11. ACKNOWLEDGMENTS

The avid participation of all partners was a major factor in the success of the Consultation. of the activity. These were primarily the Minister and Ministry of Environment, National Focal Points; the Staff of the RPIU; the Representatives of the Media; the Environmental Management Authority (EMA), and the Institute of Marine Affairs.

The contribution of PRPO, Leisa Perch, Research Officer, Judi Clarke, and other RPIU staff in compiling relevant material on Climate Change and CPACC for insertion into folders for the Media Consultation, is appreciated.

12. ANNEXES

Annex 1

CPACC Regional Media Consultation

27-28 April 2000

Venue: Ambassador Hotel, Long Circular Road
Port-of Spain, Trinidad

AGENDA

Day 1: Thursday 27 April 2000

07:45-08:25 Registration

Opening Ceremony

Chair: Dr. David McIntosh
Chief Executive Officer, EMA

08:30	Welcome	Chairman
08:40	Overview of Seminar	Dr. U O'D Trotz Project Manager, CPACC
08:50	Feature Address	Hon. Reeza Mohammed Minister of Environment
09:10	Vote of Thanks	Kishan Kumarsingh EMA; CPACC National Focal Point in Trinidad and Tobago
09:10	Coffee Break	
09:40	Minister of Environment leaves at his pleasure	

Day 1: Thursday 27 April 2000 cont'd.

SESSION 1

Chair: Carlton James
CPACC

Rapporteur

09:45	Disaster Preparedness and Prevention in the context of Climate Change	Jan Vermieren OAS
10:00	Discussion	
10:15	Climate Change and the Caribbean: Impacts and Opportunities	Dr. Neville Trotz Project Manager, CPACC
10:30	Discussion	
10:45	The Coastal Zone: Planning for Adaptation To Climate Change	Dr. Leonard Nurse Director, Coastal Zone Management Barbados
11:00	Discussion	
11:15	Sea-level/Climate Monitoring	Shelley Ann Jules-Moore, IMA
11:30	Discussion	
11:45	Challenges to Project Implementation	Dr. Neville Trotz
12:00	Discussion	
12:15	<i>End of Session</i>	
	12:30	LUNCH
13:15	<i>Lunch-time Presentation</i> The Media and Sustainable Development in the Caribbean	Hugh Cholmondeley Consultant, Communication and Development
13:30	Discussion	
13:45	<i>Break</i>	

SESSION 2

Chair:

14:00	Country-level Activities: NICUs	Kishan Kumarsingh CPACC NFP, Trinidad and Tobago
14:15	Discussion	
14:30	Establishment of databases and Information Systems	Ian King Information Systems Coordinator CPACC, RPIU
14:45	Discussion	
15:00	CPACC: Challenges to Project Implementation	Dr. Neville Trotz
15:15	Discussion	
15:30	Climate Change issues and the National Mass Media: The Trinidad and Tobago Experience	Joan Ferreira Manager, Communication EMA
15:45	Discussion	
16:00	Role of the OAS in CPACC Information	Von Martin OAS, Washington
16:10	The CPACC Public Awareness Strategy; an overview	Carlton James CPACC
16:20	Discussion	
	16:45	<i>End of Session 2</i>
18:30	Reception at The Ambassador Hotel	

Day 2: Friday 28 April 2000

SESSION 3

08:00- 13:00 FIELD VISIT
including lunch
arranged by the EMA

SESSION 4

Chair: Carlton James

(Rapporteur: Leisa Perch)

15:00	Dissemination: Regional Media Services	Representative, CANA/CBU (CMC)
15:15	Discussion	
15:30	Climate Change and Public Awareness from a Media Perspective	Panel of Media Participants
16:00	Discussion: "The Way Forward"	
16:30	Closing Notes	Dr. U.O'D. Trotz Project Manager, CPACC

16:45 *End of Session 4*

END OF CONSULTATION