

Notes from Working Group A



Public Awareness,
Communication, and Public
Participation

Issues & Barriers



- Cost, financing, resources etc
- Language (targeted e.g politicians & in local dialects)
- Science difficult
- Transmitting cc info with positive actions, not panic
- Technology
- Human resources, capacity eg to design communications strategies & media campaigns, & teachers professional development
- Regional plans & national policies but not implemented
- No continuity
- Not a priority, workload & school curricula very full
- Relationship to daily life
- Getting awareness outside of main areas
- Religion

Question 1, National (subregional), climate change policies & projects you most want to gain support for & why



- National adaptation plans of action (NAPAs)
- Planning policy to include climate considerations
- School & academic curricula
- Awareness leading to action
- CDM & projects (Nat Com) as a vehicle for awareness

Key messages



- Stop Breathing, or start doing something to stop global warming
- Basic understanding of CC science, plus local observations of what is happening
- Global warming affects Local vulnerability
- Benefits of actions for future generations
- Act now, be prepared for climate change
- Actions to adapt, mitigate in daily life
- global issue, sectoral impacts, individual responses

Question 2: Key target groups, key messages,
importance of NGOs



- Politicians, parliamentarians
- Government sectors
- Private sector, industry, business
- Youth, schools
- Media
- General public
- Ngos/community groups

NGO's vital, both in funding awareness campaigns nationally, and conducting grassroots awareness locally e.g red cross volunteers

Question 4 - Success in reaching key stakeholders
esp. media



- School programmes successful
- Media very expensive, need major events, tend to react to bad news faster

Question 5 Importance of Public Participation further steps required?

- Public participation important
- Need to encourage local communities to take ownership
- Value local knowledge, assist with technical aspects
- Provide actions relevant to daily life
- Use songs, tv, celebrity champions
- World days
- Maintain Activites



Multiple issues - Why focus on climate change
Linkages to other issues, Co benefits



- Need incentives, how their department or work programme can benefit
- Can facilitate international cooperation & projects e.g technology

SIDS- differences & concerns



- More similarities,
- Key issues:
 - remoteness, transport, technology, language barriers to effective public awareness
 - Importance of local grass roots organisation members – church, red cross
 - Land tenure
 - Teacher training and resources (few advanced academic institutions)

Question 3 Awareness Strategies – main barriers,
main solutions



- **Finances – resource constraints**
 - Taxes?, lottery portions
 - Cosponsorship from private sector
 - Community events and others that make news (free media)
 - Revenue from CDM projects
 - Multisectoral cooperation
- **Language**
 - – budget for translation, especially updating info