

Pacific Adaptation to Climate Change (PACC) Project

REPUBLIC OF THE FIJI ISLANDS

Communications Plan

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The Pacific Adaptation to Climate Change Project is implemented by the United Nations Development Programme in partnership with the Secretariat of the Regional Environment Programme, and nationally executed by the Government of Fiji. It is funded by the Global Environment Facility and Australian Agency for International Development with support from the United Nations Institute for Training and Research Climate Change Capacity Development (UNITAR C3D+) Programme.



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ABOUT PACC PROJECT

The PACC Project is designed to promote climate change adaptation as a key prerequisite to sustainable development in Pacific Island Countries and Territories (PICTs). The project objective therefore, is to enhance the capacity of the participating countries to adapt to climate change, including climate variability, in one of three selected key development sectors i.e. Food Production and Food Security, Water Resource Management and Coastal Zone Management.

The project focuses on barriers identified through the situation analysis: supporting capacity building and mainstreaming of climate change adaptation at the national level; providing tools and guidelines, supplemented by practical demonstration of adaptation as both a process and on the ground activity, and through supporting regional approaches.

The overall goals of PACC are:

1. Improve capacity in PICT's Governments to mainstream climate change into adaptation into government policies and plans;
2. Address the urgent need for adaptation measures through developing systematic guidelines for adaptation and demonstrating their use at a pilot scale in the coastal zone management, food security and water resources sector; and
3. Lay the foundation for a comprehensive approach to address adaptation over the medium-long term at the regional level.

Communicating the PACC Project and its efforts, sharing the lessons learned on the 'need' and 'how' our Pacific communities can adapt to a wider audience at the national, regional and international level is critical and part of the overall project design.

The purpose of a National Communications Plan is to improve capacity, knowledge and understanding of climate change and climate change adaptation through the development and implementation of coordinated education and awareness programmes and communication strategies across the region enhancing the capacity of PICTs to address climate change issues.

Ms Setaita Tavanabola

SPREP/PACC Communications Coordinator 2010-2012

ABOUT PACC FIJI

THEMATIC AREA: FOOD PRODUCTION AND FOOD SECURITY

"Improving crop resilience and drainage systems in lowland farming areas in the Tailevu-Rewa and Serua-Namosi Provinces to deal with the impacts of climate change"

Climate Change impacts in Fiji will lead to more extreme events such as intense rainfall and more frequent flash floods. Sea level rise is also impacting low lying farms and coastal communities whose current drainage networks cannot cope with the additional impacts of climate change. This has a direct impact on food and cash crops in Fiji, threatening its food security and damaging to the economy. The PACC Project is helping to develop better drainage guidelines and systems to take into account the additional pressures (e.g. extreme rainfall events and sea level rise) caused by climate change.

OBJECTIVES

1. Raise the visibility of the project and key partners (i.e. SPREP, UNDP, GEF, AusAID, Gov of FIJI, etc)
2. Raise awareness and understanding on how PACC is increasing the resilience of the communities in Fiji (particularly the pilot sites) to gain further support from the community and form partnerships with national organisations with similar objectives
3. To provide accessible PACC Fiji Information
4. Raise awareness on climate change and the need for adaptation in relation to food production and food security at community level
5. To share success stories and lessons learnt from the PACC Fiji experience

AUDIENCE

1. **Government i.e. Politicians/Decision makers**
 - Climate change is a big issue in Fiji with the recent current crisis (i.e. the 2009 and 2012 flooding) and it is impacting Government spending.
 - PACC and its efforts can be their talking point in speeches at national and international level
 - Politicians need to support the PACC project and be part of it, their participation is important. When they talk about climate change they need to be aware of what is happening at ground level and the latest progress on the PACC project efforts at national level
 - Cabinet briefing to include proper data (decision makers can be critical) and facts to be linked to the poverty level, unemployment, the current crisis, etc.

2. Village Roko / District Reps

- They have good knowledge of what is happening on the ground therefore facts provided to them by the project should be accurate and true.
- Involve them from the initial stages of the project.
- They need to be well versed with what is happening on the ground; it is important that they are on the same page as the PACC NPMU in terms of progress and benefits.

3. Community

- Some of the older members in community do not see climate change as a big issue.
- The young adults, youths, the working class have been exposed/are aware of the idea/issue/information on climate change.
- Children learn in schools and are aware of climate change/global warming. They can be influential in the household. PACC to reach them through fun and interactive activities.
- Women – PACC implementation to be gender sensitive. Women are heavily involved in household tasks e.g. gardening. They are influential in the household.
- Communities need to be educated/made aware on how their families can prepare/be able to adapt to climate change that is affecting their food production and food security; how they can plan around these 'rainy days'.
- They need to be encouraged to get involved and take ownership of the project/work so it is sustained when the project completes.

4. Donors (Current and Potential)

- Donors and potential donors need to be aware of how their funds are helping people at grass root level, that they are getting the promotion and visibility they require and create opportunity for further funding

5. Non Government Organisations, Civil Society Organisations

- Gain opportunities to form partnerships from other national, regional and international agencies in the field of climate change or related fields

6. Media

- National and regional media organisations can help disseminate our message to the widest span of audience; media can provide PACC Fiji and its climate change issues a lot of publicity and allow their concerns to be heard

MESSAGES

- **Project promotion and visibility**
 - The PACC project can be set as a framework to deliver adaptation actions in Fiji/the Pacific.
 - PACC is implemented in the region to respond directly to this call for urgent action while supporting the systemic and institutional capacity to address adaptation across the Pacific islands region.

- **The Need to adapt**
 - Climate change is a reality and the time to adapt is now
 - At the core of climate change are people. People's lives and livelihoods will ultimately be impacted by the pressures created by climate change.
 - Climate change is putting a lot of pressure on Pacific countries abilities to achieve their sustainable development and poverty alleviation strategies.
 - The sustainable development of the Pacific islands region hinges on the level of engagement of Pacific islanders in this critical issue.

- **How to adapt**
 - Adaptation to climate change will be manageable and cost effective when shared and carried out in a collaborative way between donors and communities that are affected;
 - Cost effective and culturally appropriate technologies can enhance communities' resilience to climate-related risks;
 - Mainstreaming climate change should not mean transferring full climate change adaptation costs to Pacific island Governments;
 - Empowering the local community to adapt through a participatory process that combines bottom-up and top-down approaches is a Pacific approach to adaptation;
 - Adaptation to climate change is best dealt by addressing current day vulnerabilities to climate effects;
 - Climate change will impact on many different sectors of Pacific Islands' economies hence it needs to be treated as a major economic, social and environmental risk.

PARTNERS

- Other Government Ministries
- Pacific Centre for Environment (University of the South Pacific)
- Secretariat of the Pacific Community
- World Wildlife Fund

ACTION PLAN MATRIX

Objective of your project	Desired Comm. Outcome	Target Audience	Key Message(s)	Comm. Channels	Comm. activities, products	Resources & Partners	Success Indicators
<i>These are the goals of the project – not of the comm. strategy</i>	<i>What you want to achieve from the comm. you will do?</i>	<i>Clearly define to make sure you create messages accordingly:</i>	<i>What is it you want the audience to know / learn?</i>	<i>How does this audience get its information? Who has “influence” over them?</i>	<i>What tools or products do you need to deliver the message (through identified channels)?</i>	<i>Budget required Other partners who can assist</i>	<i>Quantifiable measurements agree to beforehand reflecting critical success factors of the project</i>
Outcome 1: MAINSTREAMING (To develop national or sector policies; integrate climate change into existing policies to assist the countries deliver immediate vulnerability)	Climate Change Policy to be understood at all levels for better coordination and resilience Enhance collaboration and partnerships with key stakeholders - less wasted resources and time - solicit support from stakeholders	Government Donors Private Sector NGO and CSO Schools Media Communities (i.e. Men, Women, Youth, Children) GEF UNDP AusAID SPREP Potential Donors	Climate Change Adaptation is everyone’s business To include listed message of Project Visibility & Need to adapt	TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day	Briefing Papers Pamphlets Banners Presentation Promotional Materials Publication: Mainstreaming Guide	CCU, MPI Media, PACED SD, FNU, NGO \$10,000	There is better coordination among all sector levels Support is gained from target audience to mainstream climate change into policies, regulations etc Better understanding of the role of PACC

<p>Component 2: DEMONSTRATION</p> <p>(To carry out adaptation interventions that would demonstrate measures to reduce their vulnerability in the selected development sector)</p>	<p>To share the best alternative for improvement in drainage system and climate resistant crops in other vulnerable areas</p> <p>Gain support and ownership from pilot community members</p>	<p>Pilot Communities Private Sector Government Media Farmers in Sites Commercial Operators</p> <p>GEF UNDP SPREP AusAID Potential Donors</p>	<p>There are crops that can survive and withstand flood and salt inundated areas</p> <p>And listed messages of Project Visibility, Need to adapt & Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day</p>	<p>Model Pamphlets Factsheets Banner Poster Presentation Publication: Demonstration Guide</p>	<p>MPI Media Unit, NGO, PACE SD, FNU</p> <p>\$10,000</p>	<p>Audience support the alternative improvement in drainage system and climate resistant crops in vulnerable areas</p> <p>Community ownership exists in the carrying out of the project demonstration</p>
<p>Component 3: COMMUNICATIONS & KNOWLEDGE MANAGEMENT; CAPACITY TO PLAN FOR AND RESPOND TO CHANGES IN CLIMATE</p> <p>(Range from technical backstopping support to training, website development, communication work and capturing lessons learnt)</p>	<p>Improve awareness, sharing experiences, educate and empower communities to take ownership of CCA</p> <p>New knowledge generated by to be systematically disseminated/shared lessons learnt, best practices</p>	<p>Communities Schools Private sectors Government Media Private and Commercial Operators</p> <p>GEF AusAID UNDP SPREP Potential Donors</p>	<p>We can be resilient to Climate Change</p> <p>And listed messages of Project Visibility, Need to adapt & Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day</p>	<p>Project Website Newsletter School Forums Special Day Events:</p>	<p>MPI Media Unit, CCU, PACED SD, FNU, NGO's</p> <p>\$20,000</p>	<p>Audience are more aware of PACC and project gains more support and partnership</p> <p>There is community ownership of the project</p>

COMMUNICATION ACTIVITIES/PRODUCTS/TOOLS IN DETAILS

ACTIVITIES	DETAILS	Timeframe
Promotional Products:	<ul style="list-style-type: none"> i. Tee Shirts: 100x ii. USB Wristbands: 100x iii. Calendar: 100x iv. Posters: 200x v. Pamphlet: 500x quick and easy to read general information on PACC Fiji 	2013
Information Materials:	<ul style="list-style-type: none"> i. Quarterly Newsletter: provide success story articles detailing success story and achievements ii. Cabinet Briefing Papers: quick 1-2 pagers that highlight aims, objectives and benefits of PACC and actions/progress to continuously gauge their commitment to the project. iii. Fact sheets: 200x to include facts from assessment findings i.e. CBA, SEA PACC, V&A etc 	Q4 2011 - Q3 2012
Awareness and Education:	<ul style="list-style-type: none"> i. Community Outreach: hold information, feedback and consultation sessions ii. Awareness consultations with Gov and Non Gov Organisations iii. Special Events (World Environment Day, Agriculture Show): allocate and distribute materials; school quiz; organize public march, etc iv. PACC Competition: 1x year drawing or Art Competition; 1x year essay competition 	Q1 2011 - Q1 2012
Media Strategy (and Awareness):	<ul style="list-style-type: none"> i. Local Television Program ii. Radio Show: 4x week; a regular segment that highlights PACC activities and its progress iii. Media Monitoring: Maintain a folder collating all media coverage on PACC Fiji 	Q2 2011 - Until end of project year
Knowledge Management:	<ul style="list-style-type: none"> i. Pacific Environment Information Network (PEIN) Database ii. SPREP PACC Website: www.sprep.org/pacc-home iii. PACC Fiji Website: iv. Publications: Mainstreaming & Demonstration Guide v. DVD documentary vi. Pacific Climate Change Portal 	Q2 2012 - Until end of project year

Media Strategy

- A proper media contact list need to be developed both for national and regional dissemination of press releases (SPREP can provide support in the regional and international dissemination)
- All new reports (assessment, technical, etc) released by PACC Fiji should have an accompanying press release stating why people need to be aware of the report, etc
- Press releases should be accompanied with at least 2 images (specifically action photos) and should be sent out for even significant project event organized e.g. school competitions, community service day, etc to get media coverage and circulate it to contact list for further distribution. Avoid sending passive images with your press releases i.e. groups shots from meetings, banners, etc, send shots of people in the field acting out PACC activities, etc
- A photo gallery of high resolution images to be maintained (of PACC activities, communities doing adaptation work, pilot sites, etc) and be made available upon request
- Set up regular talk back shows and short documentaries with the local radio and TV stations as stated in the Action Plan
- Utilize local celebrities, respected ministers or community leaders to get your message across through the media and to the people

Checklist on all Outgoing Communication Materials

Press Release

- Be sure to state clearly the name of the donors and agencies at the end of the press release as follows: *“The Pacific Adaptation to Climate Change Project is implemented by the United Nations Development Programme in partnership with the Secretariat of the Pacific Regional Environment Programme. It is nationally executed by the Government of Fiji; funded by the Global Environment Facility and the Australian Agency for International Development with support from the United Nations Institute for Training and Research, Climate Change Capacity and Development.”*
- Include your contact details at the bottom to allow the media to contact you for further information
- Include a least two ‘action’ images to accompany the press release

For any Print/Audio/Visual Materials

- Ensure all relevant logos are included in the right colours, state and in high resolution i.e. PACC logo, Fiji Seal, SPREP, UNDP, GEF, AusAID and the text “With support from UNITAR C3D+”
- ‘For further information’ details are included i.e. your title and contact details including the web address

Monitoring Tools

The activities recommended in the Action Plan have been prepared with foresight in order to ensure that work is available for monitoring:

- Record and store all feedback from the 15 fact sheets created by PACC
- Record all competition entries
- Copies of all promotional materials created
- Storage of all film work documented
- Storage of all edited film work provided
- Hard copies of all advertisement produced as part of the multimedia package
- Results from survey
- Hard copies of materials from activities with schools
- Electronic copies of all photographs taken

Evaluation

The results of the final survey at the end of the Fiji PACC Project will and should show an increase in awareness and understanding of PACC, climate change and adaptation due to all the communication work prepared under this plan.

Effective evaluation is important to determine the success of a project there may be a need for outside assistance or expertise to carry out this evaluation.

Post PACC Communication Materials

1. 10x PACC Fiji written materials to be used as source material for reports, journals and case studies
2. 2 x 10 min video outlining climate change adaptation and the work of PACC
3. Materials from competition saved for publications and exhibition

4. Hard copies of all awareness materials developed from 2012 – 2013 i.e. TV/radio talk show and adverts/community announcements, newspaper adverts, newspaper articles on PACC Fiji
5. Banners, tee shirts, images, etc
6. PACC survey results