

NAURU

Communication Plan

PACIFIC ADAPTATION TO CLIMATE CHANGE

Building Resilience to Climate Change in Pacific Communities

National PACC Project Coordinator
Ms Mavis Depaune
Ministry of Commerce, Industry and Environment
Government of Nauru
Nauru



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 funded by the Global Environment Facility and the Australian Agency for International Development. It is national executed by the National Department of Commerce, Industry and Environment.



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Background of the Pacific Adaptation to Climate Change Project

The PACC Project is designed to promote climate change adaptation as a key pre-requisite to sustainable development in Pacific Island Countries. 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 are on the ground activity; and through supporting regional approaches.

The overall goals of PACC are:

- Improving capacity in Pacific Islands' governments to mainstream climate change adaptation into government policies and plans;
- Addressing the urgent need for adaptation measures through developing systematic guidelines for adaptation and demonstrating their use at a pilot scale in the coastal management, food security and water resources sectors; and
- Laying the foundation for a comprehensive approach to address adaptation over the medium-long term at the regional level

PACC will achieve these goals through the following strategies:

- Implementing specific measures to address anticipated climate change risk for priority development areas through policy interventions and capacity support;
- Building awareness and acceptance of the risks of climate change and the necessary conditions for adaptation at the policy level;
- Developing mainstreaming methodologies to integrate key thematic issues into national development strategies; and
- Increasing the adaptive capacity of human and biophysical systems through measures designed to reduce the adverse effects of climate change on the three key development sectors.

Communicating the PACC Project results and lessons learnt to a wider audience at the regional and international level is critical and part of the overall project design.

Background of PACC Nauru

PACC NAURU THEMATIC AREA: WATER RESOURCE MANAGEMENT SECTOR

"Demonstrating the benefits of taking climate change into consideration in the water sector to better prepare for future climate change risks."

Nauru is experiencing changes in its rainfall patterns as well as salt water intrusion into its ground water supply, due to climate change. This is having a direct impact upon the people of Nauru, as they have less access to good quality drinking water, or water for agriculture and other uses.

The PACC Project is working in Nauru to improve existing water structures to be able to better cope with this climate related stresses, ensuring a continued supply of good quality drinking water in the future.

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 PACC Nauru to address climate change issues.

NATIONAL CONCERNS:

The PACC Communications is taking into consideration the following national concerns and more in relation to climate change and water resources.

- Currently there is relatively limited detailed information on climate change in Nauru reacting to situations such as water shortages when they occur.
- The recent vulnerability and adaptation assessment results indicated that water resources is one of the key development sectors likely to be affected by climate change and sea level rise.
- As with other small island states, Nauru's water supplies are vulnerable to fluctuations in rainfall. The effect may be wide and varied, including the need to introduce desalination as has been the case in the past.
- Health is mainly affected through the lack of adequate freshwater supplies which can lead to the higher incidence of water-borne infectious disease such as typhoid and diarrhoea, of which a number of cases have been reported on the island. In Nauru brackish water and seawater is commonly used for sanitary purpose especially in hotels and private housing. The environment in general can be affected during an ENSO episode through stressing a range of areas, lack of rainfall, moisture, temperature and stress levels in lagoon, and unusual wave action on coastal zones and on coastal infrastructure.

Objectives

1. To continue to build on the visibility of the PACC Project, its partners and donors
2. To encourage the community to embrace the project objectives and work together to instigate change
3. To encourage the community to view the Nauru PACC Project as part of a global push to deal with the effects of climate change
4. To educate the community on the difference in potable, non-potable and conjunctive water
5. To educate our young people and schools to create a better and sustainable environment on Nauru
6. To encourage Government, NGO's and business to be supportive of the PACC initiatives and to become advocates for the program
7. To measure the impact of the communications activities in terms of awareness and knowledge on the PACC Project on the targeted audience

Key Messages

Project Visibility

1. The Pacific Adaptation to Climate Change project is an adaptation project implemented in the region that responds directly to this call for urgent action while supporting the systemic and institutional capacity to address adaptation across the Pacific Islands region.
2. The Project can be set as a framework to deliver adaptation actions in the Nauru.

The need to adapt

3. At the core of climate change is people. People's lives and livelihoods are ultimately impacted by the pressures created by climate change.
4. Ability to adapt hinges on the right behavior to minimize risks from climate change or any other pressures.
5. Climate change is putting a lot of pressure on Nauru's abilities to achieve its sustainable development and poverty alleviation strategies. In fact, the sustainable development of the Pacific Islands region hinges on the level of engagement of Pacific islanders in this critical issue.

How to adapt

6. 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;

7. Cost effective and culturally appropriate technologies can enhance communities resilience to climate-related risks;
8. Empowering the local community to adapt through a participatory process that combines bottom-up and top-down approaches is a Pacific approach to adaptation;
9. Adaptation to climate change is best dealt by addressing current day vulnerabilities to climate effects;
10. 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.
11. Management of water catchments to maintain water quality providing immediate human benefits in areas that already suffer seasonal shortages and help prioritize environmental quality.
12. Extension initiatives that promote water conservation and moderate usage, while raising awareness of the importance of water resource management to help maintain long term water supply.

Target Audience:

National Level (Internal)

1. School students
2. Youth Groups
3. Government Ministries
4. Non-government organisations
5. School teachers and parents
6. Community leaders and elders
7. Business Sector

Regional / International Level (External)

1. Global Environment Facility
2. Australian Agency for International Development
3. Potential Donors
4. UNDP
5. SPREP
6. Copenhagen
7. Etc

PACC Nauru Partners

1. Communications Unit at SPREP
2. Special Projects Unit of Nauru Media
3. Community leaders and elders
4. Government Ministries
5. Faith based organisations
6. Non Government Organisations

Media Strategy

- A proper media contact list need to be developed both national and regional for dissemination of press releases (SPREP can provide support in terms of disseminating press release to the regional and international media)
- All new reports (assessment, technical, etc) released by PACC Nauru should have an accompanying press release stating why people need to be aware of the report, etc
- Press release accompanied with at least 2 images (specifically action photos) should be sent out for every significant project event organised e.g. school competition, community service day, etc to get media coverage and circulate it to contact list for further distribution. Avoid sending passive images with your press release i.e. group 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).
- Setting up of talk back shows and short documentaries with the local radio and TV stations as stated in the Action Plan.
- Utilize local celebrities, respected ministers, local village leaders to get your message across through the media and to the people

Checklist on all Outgoing Communication Materials

Press Releases

- 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 National Department of Commerce, Industry and Environment; funded by the Global Environment Facility and the Australian Agency for International Development with support from the United Nations Institute for Technical Research, Climate Change Capacity and Development.”
- Include your contact details at the bottom to allow the media to contact you for further information.
- Include at least two ‘action’ images to accompany the press release

Print Materials

- E.g. posters, pamphlets, banners, newsletters, etc
- Ensure all relevant logos are included in the right colors, state and in high resolution i.e. PACC logo, Nauru National Seal, UNDP, SPREP, GEF, AusAID and the text “With support from UNITAR C3D+”
- ‘For further information’ details are included i.e. your title and contact details and the web address

Monitoring Tools

The activities recommended in the Nauru-PACC Communications Plan have been prepared with foresight in order to ensure that work is available for monitoring.

- Record and store all feedback from products created by PACC
- Record all radio live talkback sessions
- 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 advertisements 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 Nauru-PACC will and should show an increase in awareness and understanding of PACC, climate change and climate change 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 need for outside assistance or expertise to carry out this evaluation.

Post PACC communications materials

- Written materials to be used as source material for reports, journals and case studies.
- Documentaries outlining the progress of the PACC project each year
- Exhibition/publication materials from school children
- Hard copies of all awareness materials developed from 2011 – 2013 (TV ads, Live radio talkback sessions, full page ads in local newspaper and copies of radio ads)
- Pull up banners, t-shirts, photographs, school and exhibition resources
- PACC survey results

Action Plan and Detailed Costs: Jan 2011 - Dec 2013

Activity	Detail	Audience	Objective	Added Value	Deadline	Cost
Community Outreach	Hold information, feedback and consultation sessions	Leaders and elders; All community members	1 - 4	Can gain support from leaders and elders on the PACC Project as they are influential in the Nauru society.	July 2011	2,000 USD (*these are estimates, please insert the real value or your estimation)
Awareness consultations with Gov and Non-Gov Organisations	Hold information, feedback and consultation sessions	Government and NGO members	1 – 3, 6	Can gain their support and partnership in implementing the project for the benefit of the Nauru people.	2013	1,500 USD
Promotional Materials	100 PACC T-Shirts 100 PACC Sarongs 200 PACC Posters 500 PACC Brochures 90 PACC USBs 100 PACC Calendars	All audience;	1 - 6	Can store and distribute to partners in regional meetings;	2013	10,000 USD
Monthly Newsletter and Mwinen Ko newsletter, PACC website inclusion	Provide an article 1 per month detailing the progress, outcomes, & relevant infor;	All audience	1 - 6	Can store to compile a series upon completion of project; Can distribute to regional partners and upload e-copy in regional website	Every month until 2013 / end of project year;	5,000 USD
Local Television Program (NTV)	3 part program staging the life of the project: 1. the 'situation' 2. the 'implementation' 3. the 'completion' *10-15 mins per part	All audience;	1	Can distribute to donor partners Can store to compile a series set upon completion of project	2013	3,000 USD (breakdown – 2,000 USD production costs, 1,000 Broadcast costs on NTV)

Radio Show	4 x week; A regular segment that highlights PACC activities and its progress;	All audience	1 - 6	Can reach the international audience with the help of the Communications Unit at SPREP	2013	1,000 USD
Project website/page	A webpage for information sharing on PACC Nauru is doing; and is linked to the SPREP PACC and other GEF, UNDP websites for information on cca and pacc	All audience	1 - 6	Also serves a capacity building purpose in country		
Cabinet Briefing Papers	Quick one/two pagers that highlight the aims, objectives and benefits of PACC and the actions/progress to continuously gauge their commitment to the project.	Government				
Special Events; World Environment Day & World Water Day	Allocate and distribute materials; School quiz; Organize public march; etc	Nauru Community; Gov and Non-Gov members	1 - 6	Gives back to the school and provides us with documents for storage/publication at end of the project	Date of event	1,000 USD
PACC competition	1 x year drawing / Art competition; 1 x year Essay Competition	Nauru Youths	1 - 7	Regular visibility, can use copies for promotional materials in regional meetings;	2011 2012 2013	3,000 USD
Media	Maintain 1 folder that	Donors and	7	Use as indicator of how	2013	-

Monitoring	collates all media coverage on PACC Nauru	Potential donors; For reporting purposes at end of project year		far the messages have gone out to the media		
Baseline survey to be conducted of 300 people on Nauru	Survey with 5 basic questions to gage what people know about PACC before the communications strategy etc	General	7	For reporting purposes to SPREP and UNDP	2013	1,000 USD
						Contingency 100 USD
						Total: 27,600.00 USD

