



PALAU

PACIFIC ADAPTATION TO CLIMATE CHANGE PROJECT

“Communication Strategic Plan”

Palau Core Group
Office of Environmental Response & Coordination
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(*Living Document)



The Pacific Adaptation to Climate Change Project is implemented by the United Nations Development Programme (UNDP) in partnership with the Secretariat of the Regional Environment Programme (SPREP), and funded by the Global Environment Facility (GEF) and the Australian Agency for International Development (AusAID) with support from the United Nations Institute for Technical and Research (UNITAR) Climate Change Capacity Development (C3D+) Programme.

It is nationally executed by the Office of Environmental Response & Coordination



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1. Background

Climate Change is the most serious threat to the sustainable development of Pacific Island communities and while this phenomenon affects the entire world, the Pacific islands are amongst the most exposed and vulnerable to Climate Change. Adapting to Climate Change is no longer an option,... it is a necessity.

Examples can be found around the globe, in particular the small islands. In the Pacific, rising sea levels, combined with ongoing environmental pressures, are projected to accelerate erosion and coastal flooding in small islands and low-lying states. These island country governments and those communities most vulnerable to the effects of Climate Change and variability will require considerable financial and technical support to achieve development goals under such circumstances.

Dr. Rajendra Pachauri, IPCC Chairman presenting on the Third Assessment Report at the UNFCCC COP 8, Delhi, India, 2002, said that, *“The impacts of climate change are expected to fall disproportionately upon developing countries and the poorest communities within those countries,”*

The principal objective of the Pacific Adaptation to Climate Change (PACC) project is to facilitate the implementation of long-term adaptation measures to increase the resilience of a number of key development sectors in the Pacific island countries to the adverse impacts of Climate Change. The Republic of Palau is one of 14 other Pacific Island countries accessing the Special Climate Change Fund (SCCF) of the GEF currently implementing Palau PACC.

The goal of the PACC project is to reduce vulnerability and increase adaptive capacity to the adverse effects of Climate Change in key development sectors identified by the 14 participating countries in the Pacific of which the key sectors identified are Coastal Management; Food Security; and the Water Resource Management.

The project aims at providing a substantive contribution to integrate longer-term Climate Change risks into development and resource management planning in the Pacific through:

- Focusing on enhancing the resilience of current development activities to the impacts of long term Climate Change;
- Incorporating adaptation to Climate-Change risks and related vulnerabilities into existing institutional and decision-making processes (“mainstreaming”), at both the community level and the national planning level;
- Recognizing the role of gender-sensitive approaches in enhancing communities’ resilience, through community-based (“bottom-up”) vulnerability assessment and participatory adaptation planning approaches;
- Promoting real community engagement in the processes addressing climate-related risks;
- Delivering tangible adaptation measures through practical demonstration projects at selected pilot sites; and
- Setting a foundation for a strategic approach to replicate and upscale adaptation at the Pacific regional level.

The three main outcomes of the PACC project are as follows:

OUTCOME I... (Mainstreaming)... To strengthen the institutional framework, policies and plans and the capacity of key national government and community decision-makers to take climate change risks into key decisions in their sustainable resource development programs; and

OUTCOME II... (Pilot Demonstration)... To design and demonstrate innovative decision systems, approaches, technologies and practical measures to strengthen the resilience of 14 Pacific Islands to the adverse effects of Climate Change. The PACC will develop specific guidelines in the coastal, food production & food security, and water sectors on how climate change assessments and demonstrations can be undertaken, taking current and future changes in climate into consideration. This outcome includes two outputs:

- ▶ Vulnerability Assessments, identification and evaluation of adaptation options...
- ▶ Implementation and monitoring of the selected measures!

OUTCOME III... (Technical Support and Communication)... This outcome is to ensure that results and lessons from the PACC project are shared regionally and globally. And provide the medium to bring together new knowledge generated through the project as the basis for a strategic regional approach to climate change adaptation among Pacific Island Countries and Territories.

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.

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.

2. Objectives

- To raise awareness on climate change and its impacts on Palau and how to address these impacts (that is build resilience in the food security & food production in Palau);
- To promote understanding on the science as well as Traditional Knowledge of climate change in order to be better able to address this phenomenon;
- To provide the communities in Palau with the opportunity to share their concerns and expectations relating to Climate Change and the Pacific Adaptation to Climate Change project with policy makers and leaders for appropriate solutions and actions;
- To raise awareness amongst the more influential negotiating community leaders on the needs and aspirations of their people in relation to Climate Change, including the need to take action in providing the understanding to allow the people to better adapt;
- To assist the Palauan people to participate actively in how to deal with the damages brought upon their lives as a result of Climate Change; and

- To clarify and communicate to every citizens on the island through all media outlets that no matter what the scenario may be, Palau as a whole must be the priority target for the Palau PACC Project Communications.

This Communications Strategy will guide communications that, in a series of phases including other information dissemination procedures, will help to achieve the goals of the project. The plan is designed to guide communications to all audiences and in particular to present information that the Palauan audiences fully understand in this regard.

3. Messages:

Project Visibility

1. The Pacific Adaptation to Climate Change project is the first adaptation project to be 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 Pacific.

The need to adapt

3. At the core of climate change is people. People's lives and livelihoods will ultimately be impacted by the pressures created by climate change.
4. Ability to adapt also hinges on the right behaviour to minimize risks from climate change or any other pressures.
5. Climate change is putting a lot of pressure on Pacific countries abilities to achieve their 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.

4. Audiences

Different audiences will need to be approached according to what we expect them to do and their own background and experience. Segregating the different audiences will help make our communications more efficient. Audiences are the Palauan people and in order to reach them all media outlets on the island must be utilized.

- Generic audience in Palau
- Communities/Households at the pilot site
- Schools
- Media
- Donor Agencies
- Potential Donor Agencies
- Government Ministers
- Non Government Organisations
- Conference of Parties
- International (and regional) climate change related organisations

5. Partnerships

Strong, well-coordinated partnerships with all media outlets, non-government entities, village groups and individuals are essential for the success of disseminating information of the PACC project. The Office of Environmental Response & Coordination (OERC), as the Palau National Government's agency tasked with addressing issues on Climate Change, takes the lead in this process of media coordination. Effective coordination will require regular, transparent and ongoing communication processes.

Key regional partnerships will include:

- National governments, state governments, villagers, different government agencies, etc...;
- Traditional/community leaders, village chiefs, women and men groups;
- All media outlets (newspapers, broadcasting radios, television, etc...); and
- PACC partners.
- Local businesses
- SPREP, SPC-SOPAC, and other regional organisations

6. 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 Palau 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

7. 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 National Office of Environmental Response & Coordination; 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, Audio and Visual 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, Palau 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

8. Monitoring Tools

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

- Record and store all feedback from the activities implemented 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
- Results from survey
- Hard copies of materials from activities with schools in Palau
- Electronic copies of all photographs taken

9. Evaluation

The results of the final survey at the end of the Palau-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.

10. Activities Reaching the Public:

Please note this is to act as a living guide only, costs and activities can change according to circumstances. Note also the costs are only estimates. There may be a need to seek outside support to provide assistance with ‘rolling out’ these materials for which SPREP is prepared to support.

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>
(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	Government Other related national projects Media Non Government \$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>(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>Government Other related national projects Media Non Government</p> <p>\$10,000</p>	<p>Audience support the alternative improvement in drainage system and climate resistant crops in vulnerable areas Community ownership exists in the carrying out of the project demonstration</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>Government Other related national projects Media Non Government</p> <p>\$20,000</p>	<p>Audience are more aware of PACC and project gains more support and partnership 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

- ▶ Sponsor events related to food security such as sports, school events, workshops/meetings, etc... where issues of the project are brought out into the open for discussion;
 - Any events hosted by organizations, etc...
- ▶ Hold meetings in villages and communities;
 - All 12 hamlets of Koror State with six hamlets of Airai State and the 14 States
- ▶ Print t-shirts, hats/caps, towels, etc... for distribution in promoting the project;
 - Youth Day in March
 - Senior Citizens Day in May
 - President's Day in June
 - Constitutional Day in July
 - Taro Festival in August
 - Independence Day in October
 - Olchotel Belau in October
 - United Nations Day in October
- ▶ Print brochures, leaflets, posters, comics, etc... for the public about the project and distribute them to agencies, offices, households, etc...;
- ▶ Dissemination of flash-drives with information to distribute to students and office colleagues, etc...;
- ▶ Invited to speak with students on the project at schools or speak publicly on any events invited to participate; and
- ▶ Produce short films in local language about the project.

5. Recommended Process of Dissemination of Information:

The Palau PACC encourages the many local community organizations throughout the Republic of Palau to publicize their its projects and programs and spread the word about the project's activities and role in society. Identifying the Palau Pacific Adaptation to Climate Change as a source of support helps to increase the island's local food's resistance to the adverse effect of Climate Change.

The Palau PACC project requests that organizations and/or agencies use the full name of the Palau PACC Project whenever possible. It is also encourage the use of the logo where suitable when articles are published through all media outlets about the project and its connection with the building of the Food Security & Food Production aspect of the project.