

SOLOMON ISLANDS

Communication Plan

PACIFIC ADAPTATION TO CLIMATE CHANGE

Building Resilience to Climate Change in Pacific Communities

National PACC Project Coordinator
Mr Casper Supa
Ministry of Agriculture and Livestock
Government of Solomon Islands
Honiara, SI



The Pacific Adaptation to Climate Change [PACC] Project Solomon Islands is nationally implemented by the Ministry of Agriculture and Livestock with the Ministry of Environment as the National Focal Point. The Project with 14 member countries is funded by the Global Environment Facility with the United Nations Development Programme as its implementing Agency at regional level in partnership with the Secretariat of the Pacific Regional Environment Programme.



Table of Content

About this Communications Plan.....	4
Background of the Pacific Adaptation to Climate Change Project	4
Background of PACC Solomon Islands	5
Objectives	6
Key Messages.....	6
Target Audiences	7
Partners.....	7
Media Strategy.....	7
Checklist on all Outgoing Communication Materials.....	8
Monitoring Tools.....	8
Evaluation	9
Post PACC communications materials	9

About this Communications Plan

This communications plan provides direction on PACC SOLOMON ISLAND's communication activities as it progresses.

More specifically, the Plan provides a series of actions that aim to streamline communication with the Regional PACC and the other PACC countries and promote a coordinated approach to developing the messages that should be going out to the local, regional and international community on what PACC SI is doing on the ground to enhance resilience to climate change.

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 and on the ground activity; and through supporting regional approaches.

The overall goals of the PACC Project 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

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.

Background of PACC Solomon Islands

THEMATIC AREA: FOOD PRODUCTION AND FOOD SECURITY

"Improving the ability of isolated low-lying island communities' address food production and food security issues impacted by climate change."

Climate change has been impacts such as temperature change, sea level rise and increased extreme events in the Solomon Islands. Root crops such as taro have declined due to increased water temperatures and salt water inundation, particularly in low lying coastal areas.

This has led to food shortages on the island which was reported to the National Disaster Office. The PACC project will assist key stakeholders, including the Department of Agriculture and vulnerable communities to build their capacity to design and implement an integrated food security programme that would reduce their vulnerability to the effects of climate change.

Objectives

1. To educate and raise awareness through information packages on the overall scope of the PACC Project at national level, regional and international level
2. To communicate clearly the role of the PACC Project in helping the people adapt to Climate Change in the Food Production and Food Security sector
3. To develop the commitment and ownership of the project at community level (Ontong Java atoll) through information on how they can assist PACC in helping them adapt to the effects of climate change and improve their daily livelihood
4. To promote partnerships with government ministries, faith based organisations, civil society organisations, and non-government at national level, FAO, SPREP, UNDP, GEF at regional level
5. To communicate through presentations, factsheets specifically for political leaders (members of the national and provincial government) to gain their support on PACC's intervention in Solomon Islands as these leaders are very much influential in the decision makings at national and community level
6. To successfully implement the Communications Action Plan by the end of project year
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

- 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.
- The Project can be set as a framework to deliver adaptation actions in the Pacific.
- At the core of climate change is people. People's lives and livelihoods will ultimately be impacted by the pressures created by climate change.
- Ability to adapt also hinges on the right behaviour to minimize risks from climate change or any other pressures.
- 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.
- 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;

- 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.

Target Audiences

- Local Communities
- Media
- Government departments
- Stakeholders; NGOs
- Civil Society Organisations i.e. Youth Groups
- Church/Faith based Organisations
- Donors (national, regional, international)
- Schools; Academic Institutions; Researchers

Partners

- Community Leaders and Elders
- Church/Faith Based Organisations
- Communications Unit at SPREP
- PACC Focal Points [national]
- PACC Implementing Agency [national]
- SPREP
- UNDP

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 SI 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 Ministry of Agriculture; 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, Solomon Is 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 SI-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 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 SI-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

- PACC 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

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 the RPMU is prepared to support.

Objective of your project	Desired Comm. Outcome	Target Audience	Key Message(s)	Comm. Channels	Comm. activities, products	Resources & Partners	Success Indicators
These are the goals of the project – not of the comm. strategy	What you want to achieve from the comm. you will do?	Clearly define to make sure you create messages accordingly:	What is it you want the audience to know / learn?	How does this audience get its information? Who has “influence” over them?	What tools or products do you need to deliver the message (through identified channels)?	Budget required Other partners who can assist	Quantifiable measurements agree to beforehand reflecting critical success factors of the project
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>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>Regular Success Story via Media or Newsletter School / Community Forums Special Day Events (KM) PEIN Database PACC Webpage Pacific Climate Change Portal</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

COMM. TOOLS	DETAILS	Timeframe
Promotional Products:	<ol style="list-style-type: none"> 1. 200xPoster (50xEnglish; 150xLocal language) 2. USB Wristbands: 90x 3. Posters: 200x 4. Pamphlet: 500x quick and easy to read general information on PACC Solomon Is 	
Information Materials:	<ol style="list-style-type: none"> 1. Quarterly Newsletter: provide success story articles detailing success story and achievements 2. Information Pamphlet: 500x (200xEnglish; 300xLocal language) 3. Fact sheets: 200x to include facts from assessment findings i.e. CBA, SEA PACC, V&A etc 4. 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. 	
Awareness and Education:	<ol style="list-style-type: none"> 1. Community Outreach: hold information, feed back and consultation sessions 2. Awareness consultations with Gov and Non Gov Organisations 3. Special Events (World Environment Day, Agriculture Show): allocate and distribute materials; school quiz; organize public march, etc 4. PACC Competition: 1x year youth drama 	
Media Strategy (and Awareness):	<ol style="list-style-type: none"> 1. Radio Show: 1x Quarter; a regular segment that highlights PACC activities and its progress 2. Media Monitoring: Maintain a folder collating all media coverage on PACC Solomon Islands 	
Knowledge Management:	<ol style="list-style-type: none"> 1. Pacific Environment Information Network (PEIN) Database 2. SPREP PACC Website: www.sprep.org/pacc-home 3. PACC Solomon Is Website: can be a page within the MAL website; for information sharing purposes; includes link to the SPREP PACC, UNDP, GEF website, etc 4. Publications: Mainstreaming & Demonstration Guide 5. DVD documentary 6. Pacific Climate Change Portal 	