

VANUATU

# Communication Plan

PACIFIC ADAPTATION TO CLIMATE CHANGE

Building Resilience to Climate Change in Pacific Communities

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The Pacific Adaptation to Climate Change [PACC] Project Vanuatu is nationally implemented by the Public Works Department with the Ministry of Infrastructure and Public Utilities. The Project with 14 member countries is funded by the Global Environment Facility and the Australian Agency for International Development. It is implemented by the United Nations Development Programme in partnership with the Secretariat of the Pacific Regional Environment Programme.



# Table of Content

1. About this Communications Plan .....	4
2. PACC Background .....	4
3. PACC Vanuatu.....	5
4. Goal.....	5
5. Key Messages.....	6
7. Partnership .....	7
8. Proposed Activities, Products and Success Indicators: 2011 - 2013 .....	8
9. Media Strategy.....	13
10. Checklist on all Outgoing Communication Materials .....	13
11. Monitoring Tools.....	14
12. Evaluation.....	14
13. Post PACC Communication Materials.....	14

# 1. About this Communications Plan

This communications plan provides direction on PACC VANUATU'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 14 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 Vanuatu is doing on the ground to enhance resilience to climate change.

## 2. PACC Background

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:

- Improve capacity in PICT's Governments to mainstream climate change into adaptation into government policies and plans;
- 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
- 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.

### 3. PACC Vanuatu

#### THEMATIC AREA: COASTAL ZONE MANAGEMENT

*"Demonstrating the integration of climate change risk reduction in road design in Epi, Shefa Province"*

**Climate Change has brought increased precipitation and stronger storm surges to Vanuatu. As a result, flooding and coastal erosion have damaged national roads around Epi. This is despite regular maintenance and rehabilitation by government. The PACC Project will assist the Government of Vanuatu and key stakeholders in the island of Epi to relocate and re-design the national roads, to increase resilience to these climate change related risks.**

### 4. Goal

To communicate the PACC Vanuatu project results and lessons learnt and to, where appropriate, inform and educate stakeholders on specific issues relating to climate change adaptation.

Increase awareness and understanding among all stakeholders of the climate change effects faced by the country and up-to-date and accurate information on the progress of the PACC Project in helping the people of Vanuatu and the rest of the Pacific Communities build resilience to the effects of climate change.

### Objectives

The following objectives will be pursued to achieve the goal:

- (i) Provide accessible and accurate information on key climate change adaptation issues on PACC Vanuatu collated for the specified audiences by end of project year;
- (ii) promote and maintain a highly positive image of the project and its partners (i.e. SPREP, UNDP, GEF, AusAID, Vanuatu Gov, etc)
- (iii) The target audience to understand the role of PACC and its benefits at national level

- (iv) Promote engagement of the community on climate change adaptation-related issues
- (v) Share successes and lessons learnt from the PACC with national, regional and international audiences.

## 5. Key Messages

Below are a range of suggested messages:

### **Project Visibility**

- 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

### **The Need to Adapt**

- At the core of climate change is people. People's lives and livelihoods are ultimately impacted by the pressures created by climate change.
- Ability to adapt also hinges on the right behavior to minimize risks from climate change or any other pressures.
- Climate change is putting a lot of pressure on 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**

- 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.

## 6. Audience

The main target audiences are:

- 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

## 7. Partnership

PACC Focal Points [national]

PACC Implementing Agency [national]

SPREP

SEI

IISD

UNDP

UNEP

SPC

SOPAC

## 8. ACTION PLAN MATRIX: 2011 - 2013

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>
<b>Outcome 1: MAINSTREAMING</b>  (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) Private works or road contractors  GEF UNDP AusAID SPREP Potential Donors	PACC can offer leveraging and/or co financing activities  Messages to explain - What climate change is and what it means to adapt? - How it is impacting infrastructure and livelihood - What the roles are of the different players at national and community levels  Listed message of Project Visibility & Need to adapt	Project Website Radio Talkshow Video/TV Forums	Briefing Papers Pamphlets Banners Presentation Promotional Materials Publication: Mainstreaming Guide	Media Other national projects 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><b>Component 2: DEMONSTRATION</b></p> <p>(To carry out adaptation interventions that would demonstrate measures to reduce their vulnerability in the selected development sector)</p>	<p>Build communities and national government knowledge on climate proofing coastal infrastructure as a model</p> <p>Gain support and ownership from pilot community members</p>	<p>Pilot Communities Private Sector Government Media Private works/ road contractors</p> <p>GEF UNDP SPREP AusAID Potential Donors</p>	<p>PACC can offer leveraging co financing activities</p> <p>Messages to include</p> <ul style="list-style-type: none"> <li>- what climate change and what it means to adapt?</li> <li>- How it's affecting infrastructure and livelihood</li> <li>- What can communities do to adapt</li> <li>- Roles of different players at national and community levels</li> </ul> <p>And listed messages of Project Visibility, Need to adapt &amp; Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community, CC Day</p>	<p>Pamphlets Fact sheets Banner Poster Presentation Publication: Demonstration Guide</p>	<p>Media Other national projects NGO</p> <p>\$10,000</p>	<p>Audience support the improvement of coastal infrastructure to incorporate climate change projections.</p> <p>Community ownership exists in the carrying out of the project demonstration</p>
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<p>Component 3: COMMUNICATIONS &amp; 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>GEF AusAID UNDP SPREP Potential Donors Non Gov Government Communities Schools Media Private works/roads contractors</p>	<p>PACC can offer leveraging co financing activities</p> <p>Messages to include</p> <ul style="list-style-type: none"> <li>- what climate change and what it means to adapt?</li> <li>- How it's affecting infrastructure and livelihood</li> <li>- What can communities do to adapt</li> <li>- Roles of different players at national and community levels</li> </ul> <p>And listed messages of Project Visibility, Need to adapt &amp; Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day</p>	<p>Regular Success Stories Fact Sheets Pamphlet</p> <p>School Competition Special Day Events</p> <p>(KM): Project Website PEIN Database Pacific Climate Ch</p>	<p>Media Other national projects NGO</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>
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## COMMUNICATION ACTIVITIES/PRODUCTS/TOOLS IN DETAILS

LIST OF COMM. TOOLS	DETAILS	Timeframe
<b>Promotional Products:</b>	<ol style="list-style-type: none"> <li>1. Tee Shirts: 200x for general awareness and project visibility with slogan</li> <li>2. USB Wristbands: 100x</li> <li>3. Pull Up Banners: 2x Illustrate in images PACC efforts and raise project visibility for meetings, etc</li> </ol>	Q4 2011
<b>Information Materials:</b>	<ol style="list-style-type: none"> <li>1. Information Pamphlets: 200x full details of PACC and its efforts for Vanuatu; quick easy to read brochures that explain activities, aims, benefits and outcomes</li> <li>2. Briefing Papers: 1-2page highlights aims, objectives and benefits of PACC and the actions (legislation, etc) that audience needs to support this</li> <li>3. Newsletter: provide success stories and up to date activities on PACC; to share with media and public</li> <li>4. Fact sheets: 200x 1page summarizing findings i.e. CBA, V&amp;A, EIA, SEA PACC etc simplified for average readers</li> </ol>	Q4 2011 - Q3 2012
<b>Awareness and Education:</b>	<ol style="list-style-type: none"> <li>1. School Visits/Presentations: 2x year to be done before school competitions to provide information for students on climate change adaptation</li> <li>2. School/Local Competitions: (Art/Drama/Essay/Singing)</li> <li>3. School Curriculum: school materials of activities and curriculum based tasks to teach students on climate change adaptation</li> <li>4. Community Consultations/Face to face awareness: 2x year; presentation on PACC, its efforts in helping Vanuatu respond to climate change and the need to adapt.</li> <li>5. DVD Documentary: PACC Case Study Series; approximately 5-7mins per series</li> <li>6. Comic Story</li> <li>7. Environment Day Events</li> <li>8. Side Events: at PCCR, SPREP Meeting, UNFCCC COP, Local Vanuatu events</li> </ol>	Q1 2011 - Q1 2012

<b>Media Strategy (and Awareness):</b>	<ol style="list-style-type: none"> <li>1. Radio Talk Shows: 10-15mins</li> <li>2. Press Release: regular success stories for the Media, etc</li> <li>3. Update Website: provide relevant content for web update</li> </ol>	Q2 2011 - Until end of project year
<b>Knowledge Management:</b>	<ol style="list-style-type: none"> <li>1. PACC Vanuatu Webpage: A site that shares information on PACC Vanuatu and is linked to the PACC Regional website</li> <li>2. Pacific Environment Information Network (PEIN) Database</li> <li>3. SPREP PACC Website: <a href="http://www.sprep.org/pacc-home">www.sprep.org/pacc-home</a></li> <li>4. Publications: Mainstreaming &amp; Demonstration Guide</li> <li>5. DVD documentary</li> </ol>	Q4 2012 - Until end of project year

## 9. 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 Vanuatu 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

## 10. 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 Vanuatu; 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 colors, state and in high resolution i.e. PACC logo, Vanuatu 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

## 11. 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

## 12. Evaluation

The results of the final survey at the end of the Vanuatu 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.

## 13. Post PACC Communication Materials

1. 10x PACC Vanuatu written materials to 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 Vanuatu
5. Banners, tee shirts, images, etc
6. PACC survey results