



Integrating Land, Water and Ecosystems Management in Caribbean Small Island Developing States (IWEco)

Regional Communication and Stakeholder Engagement Workshop – Creating a Framework for Project Success and Sustainability

30 October – 3 November, 2017

WORKSHOP AGENDA

OVERVIEW

The Global Environmental Facility Integrating Water, Land and Ecosystems Management in Caribbean Small Island Developing States (GEF-IWEco) project is a five-year multi-focal area regional project that aims to “contribute to the preservation of Caribbean ecosystems that are of global significance and the sustainability of livelihoods through the application of existing proven technologies and approaches that are appropriate for Small Island Developing States through improved fresh and coastal water resources management, sustainable land management and sustainable forest management that also seek to enhance resilience of socio-ecological systems to the impacts of climate change”. The network of States consists of: Antigua and Barbuda, Barbados, Cuba, the Dominican Republic, Grenada Jamaica, St. Kitts and Nevis, Saint Lucia, St. Vincent and the Grenadines, and Trinidad and Tobago.

Effective communication and stakeholder engagement are critical to the success of GEF-IWEco. This foundation will engender more targeted and efficient information sharing between project staff and project stakeholders. This in turn will facilitate greater project buy-in during implementation enhance the sustainability of the project initiatives beyond the project cycle.

The workshop objectives are to:

1. Build country capacity on innovative and emerging communication techniques, learning tools, participatory techniques and citizen science approaches.
2. Design and launch an 11-country communication and engagement campaign design and implementation process.
3. Develop a preliminary community of practice to support the continued development and implementation of national communication and engagement strategies.
4. Support the development of the Regional GEF-IWEco PA/PE programme’s communication and behaviour change objectives.

WORKSHOP AGENDA – Each day will run from 9:00 am to 4:30 pm. The period between 4:30 and 5:30 will be used to have bilateral discussions between the Project Unit staff and Executing Agencies with individual country representatives relating to the finalization of agreements and national project implementation in each country.

Time	Agenda
Day 1: Monday, October 30th	
9:00-9:30	Welcome remarks from hosts: UN Environment; GEF IWeco PCU; Secretariat to the Cartagena Convention, CARPHA, UNDP? GEF SGP? & Govt of Saint Lucia
9:30-9:45	Icebreaker
9:45-10:05	Participant introductions and expectations
10:05-10:30	Partner introductions and expectations
10:30-10:45	Workshop objectives and agenda
10:45-11:00	TEA BREAK
11:00-12:30	National project presentations: Each country will present their national project in an informal 6-minute elevator-pitch style. Countries without national projects will provide an informal summary of their expected involvement in the IWeco project.
12:30-1:30	LUNCH BREAK
1:30-2:15	Introduction to Communication for Development
2:15-3:30	Problem Analysis – what are your challenges and priorities?
3:30-4:30	Defining and creating a Theory of Change
DAY 2: Tuesday, October 31st	
9:00 - 9:15	Agenda for the day
9:15-10:15	Stakeholder Analysis – what is your target audience? (Led by PANOS)
10:15-10:30	TEA BREAK
10:30-12:00	Participatory tools and methods for community empowerment (Led by CANARI)
12:00-1:00	LUNCH
1:00-2:30	Citizen science methods and community engagement (Led by Caribbean SEA)
2:30-2:45	Energizer Presentation by Dr Horst Vogel Caribbean CATS circulars : ‘enhancing climate resilience from the ridge to the reef’ Reach, successes and challenges

Time	Agenda
2:45-3:45	Entertainment Education and behavior change communications (Led by PCI Media)
3:45-4:15	Starting on your national communication campaigns
4:15-4:30	Preparation for field trip day
DAY 3: Wednesday, November 1st	
9:00-3:30	<p>Field Trip Day: Visiting Saint Lucia's IWeco site with Forestry and Soufriere Marine Managed Areas Authority</p> <p>Saint Lucia's IWeco site is the Soufriere watershed, which provides an excellent illustration of the importance of natural resources in supporting economic activity (including agriculture, fisheries, tourism), the linkages between sectors, the negative impacts that some patterns of resource use may have on biodiversity and livelihoods, and the need for effective policy and suitable institutional arrangements to support natural resource management and achieve sustainability. This field visit will therefore allow for an identification of the range of stakeholders who need to be targeted in a communication campaign, and for an illustration of some of the tools and methods suited to each category of stakeholder (including a school visit to see a campaign in action).</p>
DAY 4: Thursday, November 2nd	
9:00-9:30	Reflections from the field visits
9:30-9:45	Agenda for the day
9:45-10:30	<p>Regional initiatives and activities CARPHA will outline some regional initiatives in comms for public and environmental health that will be juxtaposed with planned and ongoing regional initiative Plans for comms person to be embedded within CARPHA</p>
10:30-10:45	TEA BREAK
10:45-12:00	Designing the country campaign: Learning by doing
12:30-1:00	LUNCH
1:00-4:15	Continue work design in groups
4:15-4:30	Debrief and prepare for final day
DAY 5: Friday, November 3rd	
9:00-10:45	Country teams continue to work on campaign plan and prepare for final presentation
10:45-11:00	TEA BREAK
11:00-12:30	Groups 1-5 final presentations and feedback
12:30-1:30	LUNCH

Time	Agenda
1:30-3:00	Groups 6-9 final presentations and feedback
3:00-3:45	Campaign, networking and capacity building support
3:45-4:15	Reflections and next steps
4:15-4:30	Final evaluation
4:30-6:30pm	IWEco Launch Reception To be attended by Director SPDC Dr Asin-Oostburg along with the CARPHA contingent