

GEF Integrating Watershed and Coastal Areas Management Project

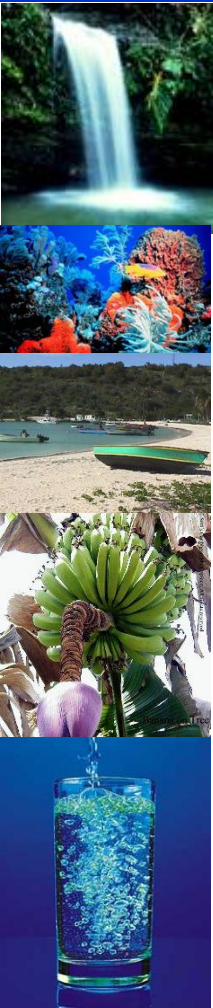
Communications and Outreach– Experiences & Lessons Learnt



**UNEP Global Land Oceans Conference 2, Montego Bay, Jamaica,
2nd -4th October 2013**

GEF IWCAM Project Background

- Funding: Global Environment Facility (GEF)
- Project Cost: US\$112M (includes co-financing)
- GEF Funding US\$14M
- 2006 to 2011
- Implementing Agencies: UNEP & UNDP
- Executing Agencies: CEHI, UNEP CAR/RCU, and UNOPS
- Project Coordination Unit: based at CEHI (Saint Lucia)



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IWCAM Countries



Antigua and Barbuda



Bahamas



Barbados



Cuba

Dominican Republic

Dominica



Grenada

Haiti

Jamaica

Saint Kitts and Nevis

Saint Lucia

Saint Vincent and the
Grenadines

Trinidad and Tobago



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IWCAM Project Objective



To assist Caribbean Small Island Developing States to adopt an integrated approach to watershed and coastal area management.

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IWCAM Project Components

1. Demonstration, Capture and Transfer of Best Practices
2. Development of IWCAM Processes, Stress Reduction and Environmental Status Indicators Framework
3. Policy, Legislative and Institutional Reform for IWCAM
4. Regional and National Capacity Building and Sustainability for IWCAM
5. Project Management and Coordination



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How we went about it... IWCAM Comm Strat

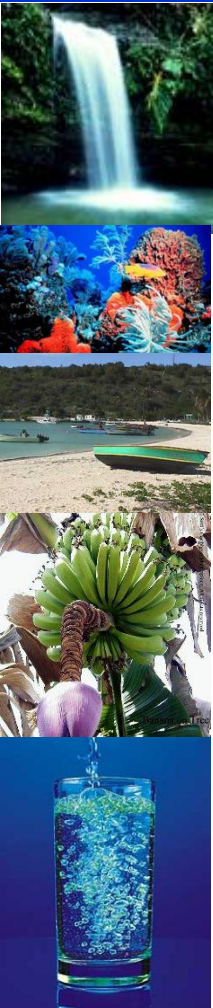
- IWCAM Demo Project Guidance Document & Bulletins - feedback
- Development of a comprehensive Communications Planning Guide (inc. Strategy)
- First Communications Workshop for all PC's NFPs (inc. training in media release preparation, conducting interviews) and revision
- Second Communications Workshop targeting Demonstration Projects (inc. guidance re. stakeholder participation, ensuring meaningful participation, photography)

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IWCAM Communications Planning Guide

Purpose of the Guide:

- To help Participating Countries (PCs) develop and implement communications activities.
- To help the PCU find effective ways of ensuring that key lessons & best practices are effectively communicated to target audiences at every level.
- To help national and community level partners break down their long term objectives into a series of small achievable steps.



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Who was the CP Guide written for?

- 💧 The Project Coordination Unit (PCU)
- 💧 National Focal Points (NFPs)
- 💧 National Intersectoral Committees (NICs)
- 💧 Demonstration Project Managers
- 💧 Community Liaison Officers

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CP Guide – why develop a CommStrat?

Helps to:

- Establish a baseline picture of knowledge, attitudes, practices and behaviours
- Identify key actors and channels for communications
- Clarify and reinforce project objectives
- Link communications objectives to project objectives
- Set achievable project objectives
- Develop useful tools and activities
- identify key indicators

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IWCAM Communications Elements



1. Public Relations and Awareness Raising



2. Social-Marketing – Behaviour Modification Campaigns



3. Documentation and Communicating Lessons Learned and Best Practice



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How we went about it ... Documenting Lessons Learned & GP

- By Mid-Term Evaluation – recognized reporting scant, drafted approach to documenting LL & GP; prepared TORs for consultant
- Consultant & PCU refined approach (Experience Notes & Case Studies using Triple-Bottom Line (TBL) assessment) – prepared Guidance Document
- Lessons Learned & Good Practices Workshop (sharing and feedback, questions provided)
- Missions to document LL & GP (CS & Consultant)
- Development of Case Studies and Experience Notes
- Noting of trends and Critical Success Factors
- Preparation of Documentary / Visual and Audio Public Service Announcements

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Documenting LL &GP - Approach

- Projects will not achieve desired outcomes, or be sustainable, unless an integrated approach is applied.
- Social (inc. livelihood) considerations are important also.
- Triple bottom line approach attempts to assess **social**, **economic** and **environmental** opportunities for positive change as a result of project.
- A series of questions re. each was designed for the demo projects.
- Project managers needed some guidance to respond adequately.

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Documenting LL & GP – Case Studies



- Introduction
- Background
- Methodology (inc. triple-bottom-line)
- Baseline information on demo site (demographics/KAPS etc.)
- Integrated project management assessment of success factors (social / environmental / economic)
- Key lessons learned (feasibility & demo value)- inc. community participation; technical local capacity; enabling policy & legislation formulation
- Demonstrated good practices
- Conclusion
- References
- Appendices

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Documenting LL &GP – Experience Notes

Followed GEF IW:LEARN's format:

- Title
- Project title
- Project Description
- Description of Issue(s), Challenge(s) and Experience
- Results and Learning from Experience
- Replication
- Significance to GEF



Audio - Visual

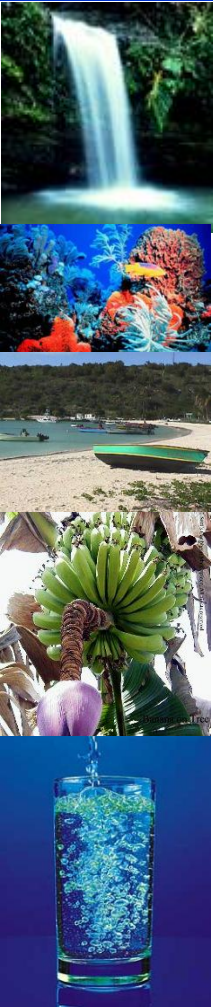
- "WaterWays" documentary (48 mins) - <http://www.iwcam.org/media-centre/videos/water-ways>
- "The IWCAM Report" - 8 min. "short" video
- Television PSAs (5)
- Radio PSAs (6), each approx. 1 min. long



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Community Empowerment

- Community Based Resource Assessment (CBRA) tool (Eng. and Span.) and French
- Facilitators' Manual



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PEO Publications

- Series of four IWCAM Brochures for different sectors (general / agricultural / industry / tourism)- print and digital - <http://www.iwcam.org/media-centre/public-education-and-awareness-materials/iwcam-public-education-brochures>
- Policy Makers Briefing Packages (folder and a series of 21 briefing sheets) - print and **electronic**.
- Feature articles - <http://www.iwcam.org/media-centre/feature-articles>

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IWCAM "How To" manuals

- 2 "How-tos" - Rainwater Harvesting; Artificial Wetlands
- 3 "Introduction tos" - Scientific Diving; Vermiculture; Recreational Water Quality Testing

<http://www.iwcam.org/media-centre/public-education-and-awareness-materials/gef-iwcam-how-to-manuals>

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Knowledge Docs

- **Demo Project Case Studies -**

<http://iwcam.org/documents/gef-iwcam-project-knowledge-documents/gef-iwcam-demonstration-project-case-studies>

- **Experience Notes -** <http://www.iwcam.org/documents/gef-iwcam-project-knowledge-documents/gef-iwcam-experience-notes>



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Additional Resources

- **The Legislative Toolkit (Eng. and Span.)**
<http://www.iwcam.org/documents/technical-reports/toolkit-for-institutional-policy-and-legislative-improvements-iwcam-approach-in-caribbean-sids/view>
- **Indicators Template**
- **Proposal Writing** <http://www.iwcam.org/documents/meeting-reports/gef-iwcam-training-workshop-responding-to-rfps-writing-effective-proposals/handout-worksheet-package/view>
- **Project Management**
- **EIA Review** <http://www.iwcam.org/documents/meeting-reports/environmental-impact-assessment-review-training-workshop>
- **Quarterly Newsletter - "Caribbean WaterWays", 2007 - 11**
- **IWCAM Media Guidelines**
- **GIS Roadmap**
- **IWCAM Atlas – being completed.**

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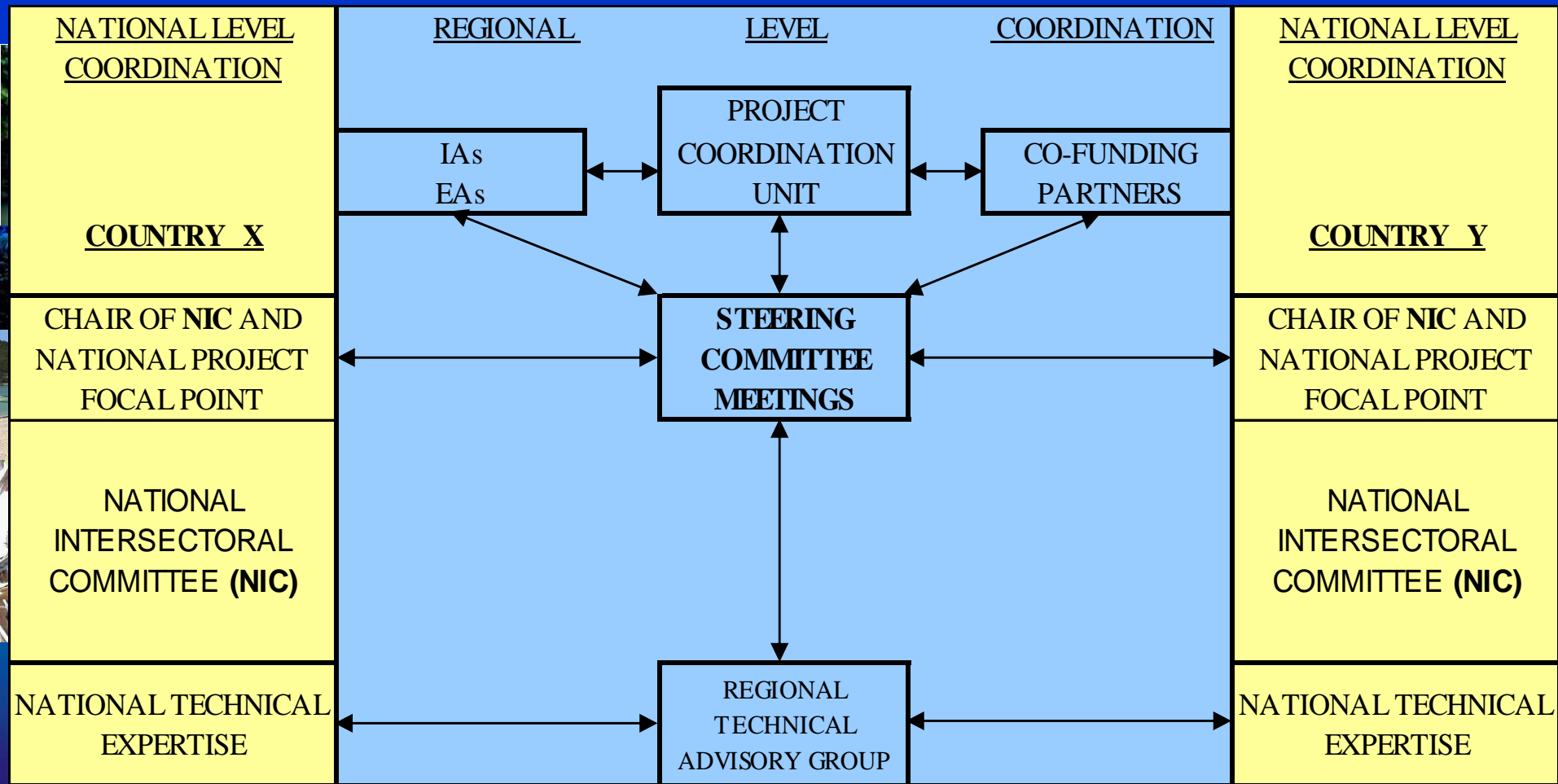
Communications – Lessons Learnt



- Develop CommStrat as early as possible
- Consult with stakeholders
- Process is important
- Keep promises and be transparent = goodwill
- Take stock of existing resources, strengths & weaknesses
- Allocate resources for training of personnel in communications and use of tools
- Pay attention to quality
- Strategize to ensure dissemination of all printed materials
- Evaluate impacts of activities & products as far as possible
- Be prepared to adapt /adjust / modify
- Learn from those working “on the ground”
- Celebrate achievements and recognize contributions publicly

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Project Governance



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Regional Partnership Forum

1. Promote working relationships among sectors in the region (Government, IGOs, NGOs, CBOs, Private Sector, Funding Agencies, Development Banks, etc) in relation to IWCAM issues.
2. Focus on sustainability for project objectives, through partnership arrangements.
3. Communicate with Partners and stakeholders on project progress & status
4. Communicate to R-TAG recommendations addressing technical issues related to the project
5. Communicate to PSC recommendations addressing policy issues related to the project.

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THANK YOU!



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