

Communications Strategy

St. Vincent and the Grenadines Sixth National Report to the Convention on Biodiversity



Prepared by: Dianne N Squires
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Introduction

St. Vincent and the Grenadines (SVG) became a party to the UN Convention on Biodiversity (CBD) in 1992 and is completing its sixth national report (6NR) for submission to the CBD secretariat this year. This report will detail the measures that have been taken in SVG towards achieving the Aichi Biodiversity targets under the Global Strategic Plan for Biodiversity 2011-2020. It will also outline the challenges encountered in meeting targets and identify the actions necessary to move closer to those targets. The 6NR is the last report to be submitted before the expiration of the Global Strategic Plan in 2020 and therefore the last opportunity to help set the stage for a new global plan.

The Technical Consultant to the UNDP with responsibility for preparing the 6NR has noted that despite the good progress that St. Vincent and the Grenadines has made towards the achievement of the CBD's Aichi Biodiversity Targets (the global targets) many of the key stakeholders were unaware/have low awareness of the CBD, the targets and were also therefore not aware of their positive contributions to the achievement of those targets.

Problem statement

There is low overall national awareness of SVG's implementation of the UN CBD and the Aichi Biodiversity targets, even among stakeholders making positive impacts towards the progress in achieving these targets.

Low awareness may:

- *Result in limited/fragmented measures to “mainstream biodiversity”*
- *Lessen the direct measures that stakeholders put in place towards achievement of the targets (including application for funding in specific areas), retarding the rate of progress towards achieving them*
- *Lessen the opportunities for celebrating global achievements made in biodiversity conservation and management by St.Vincent and the Grenadines on the individual stakeholder level and the national level*
- *Diminish the probability of SVG also achieving its national biodiversity targets which will in turn have a negative effect on achievement of National Social and Economic Development goals and targets aimed at improving the quality of life for all Vincentians.*

The St. Vincent and the Grenadines revised National Biodiversity Strategy and Action Plan recommends that one area of improvement needed for mainstreaming biodiversity is “Development and execution of a harmonised biodiversity education and awareness strategy”[2017 p.19]. One mechanism to achieve this is through simultaneous awareness of the CBD, the Aichi targets and St. Vincent and the Grenadines' role in their achievement towards national and global environmental sustainability.

Communications goal

Use the 6NR as a platform for developing an integrated biodiversity communications and public awareness programme that establishes a **spirit of national pride and ownership** in St. Vincent and the Grenadines' rich biodiversity.



Objectives

The general objectives of the communications and public awareness strategy are categorised below according to the desired outcomes and intended reach.

Objective	Communication category	Reach
To inform stakeholders (national, regional, and international) and the general public about St. Vincent and the Grenadines' implementation of the CBD and the Strategic Plan for Biodiversity, and about St. Vincent and the Grenadines' progress towards the Aichi Biodiversity Targets;	Awareness - tell	St. Vincent and the Grenadines, OECs and CARICOM states, UN CBD
To highlight success stories and good practices as described in the 6NR;	Awareness - Tell (celebrate)	St. Vincent and the Grenadines, OECs and CARICOM states, UN CBD
To mobilize national, regional and international stakeholder support for and involvement in continued action to achieve the Aichi Biodiversity Targets; and	Action - change	St. Vincent and the Grenadines, OECs and CARICOM states, UN CBD, international donor/funding organisations
To inform stakeholders and the public in St. Vincent and the Grenadines about the 6NR preparation process.	Awareness - tell	St. Vincent and the Grenadines
To influence behaviour change congruent with biodiversity conservation and management in the selected target audiences	Action - change	St. Vincent and the Grenadines

Situation

The draft sixth national report (6NR) states

“There have been many initiatives aimed at educating and raising awareness about the values of St. Vincent and the Grenadines' biodiversity ...These initiatives reach hundreds of people annually. Although there has not been a systematic assessment of the reach and effectiveness of these awareness-raising measures, there was general consensus amongst stakeholders consulted during the preparation of the 6NR that the level of awareness about biodiversity has increased in the past decade, particularly among youth. However, most of those consulted indicated that awareness-raising has not resulted in a significant commensurate shift towards more biodiversity friendly behaviour.”[p.5]

The above provides useful guidance for this strategy:

1. Evaluation of the success of communications efforts are built into the strategy
2. A programmatic approach is taken, into which a campaign period is built, allowing over time the opportunity to monitor various stakeholders
3. The 6NR provides a central platform to anchor the entire programme for a harmonized line of action
4. Behaviour change is a key area to monitor

Stakeholder review

Biodiversity conservation and sustainability is actively pursued and or supported by several stakeholders in public, private and NGO sectors in St. Vincent and the Grenadines.

Primary stakeholders have a direct impact on the policies, funding and implementation activities required in progress towards Aichi Biodiversity targets and are therefore also the key stakeholders for the 6NR process and completion. These are listed below.

- **The Ministry of Finance** through its Sustainable Development department has responsibility for national and international biodiversity targets under the Convention on Biodiversity (CBD) and the National targets through the National Biodiversity Strategic Action Plan (NBSAP). Within the Ministry there is an officer assigned to all aspects of the CBD.
- **The Ministry of Agriculture** has responsibility for the Division of fisheries, forestry and rural transformation and therefore has direct impact through policy making and interactions with farmers, fishers and other folk whose livelihoods involve and impact on SVG biodiversity.
- **The Ministry of Tourism** through its related statutory entity, National, Parks, Rivers and Beaches Authority has responsibility for defining and overseeing protected area systems marine and terrestrial alike.

- The St. Vincent and the Grenadines **6NR Steering Committee** has responsibility for prioritising the activities relating to the preparation of the sixth national report to the CBD. The full complement of the committee comprises:
 - Janeel Miller-Findlay, Director, Environmental Management, Economic Planning and Sustainable Development Division
 - Jennifer Cruickshank-Howard, Chief Fisheries Officer
 - Andrew Lockhart, Superintendent, Marine and Terrestrial Parks, National Parks, Rivers, and Beaches Authority
 - Andrew Wilson, Director, National Parks, Rivers and Beaches Authority
 - FitzGerald Providence, Director of Forestry
 - Tyrone Ballah, Town Planner, Physical Planning Unit
 - LaVerne Phillips, St. Vincent and the Grenadines National Trust
- **The UNDP** has provided funding for the preparation of the St. Vincent and the Grenadines 6NR.
- **The CBD Secretariat** will be the ultimate recipient of the report and all reports from the various parties to the convention, prior to the expiry of the Global Strategic Plan in 2020.

Secondary stakeholders are indirectly impacted by, or impact the targets set by SVG under the CBD Strategic Plan 2011-2020. Even if they have low awareness of the CBD and SVG's' role in this international convention, their awareness is high regarding individual issues relating to biodiversity sustainability and conservation.

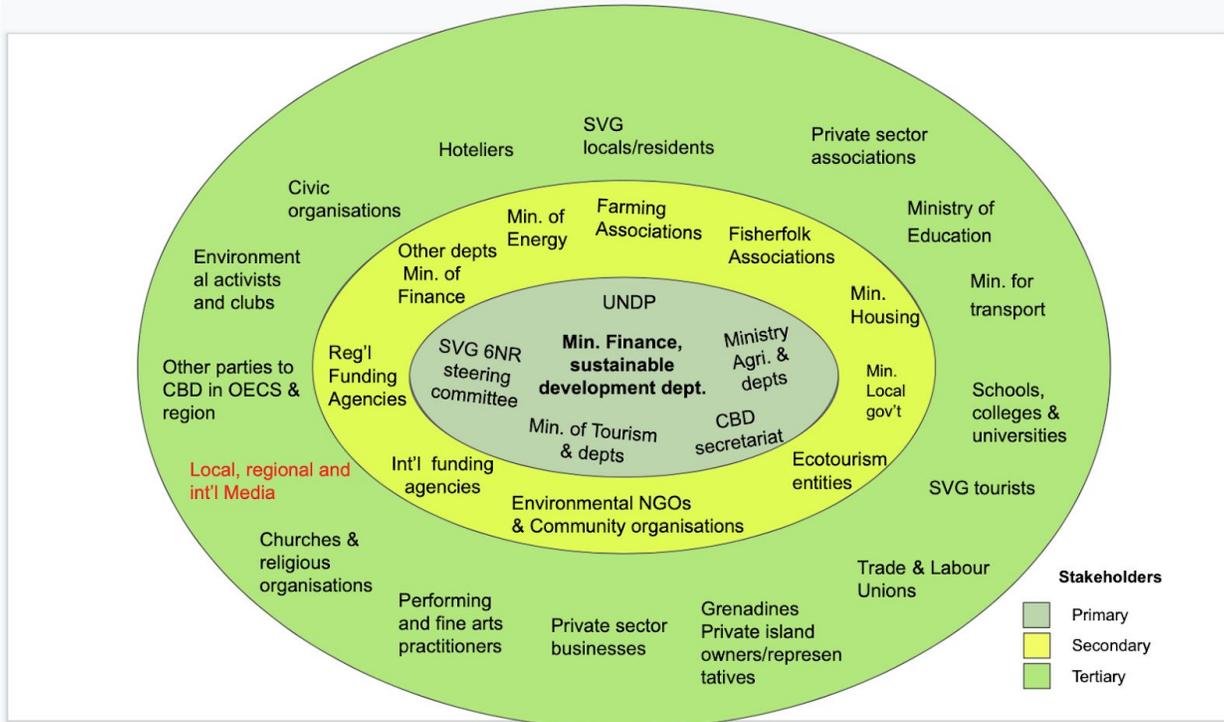
Tertiary stakeholders have little impact in shaping the 6NR process and have low awareness of it, but are individual players helping the country meet its national and international biodiversity related targets. They include the various segments of civil society (the public) and the media.

Stakeholder vs. Audience

Because biodiversity is everywhere and all humans directly affect and are a part of it, all stakeholders will be considered as active participants to the communications process rather than passive observers. The use of the term audiences in this strategy document refers mainly to tertiary stakeholders.

Page 8 shows a stakeholder map with the secondary and tertiary stakeholders also included.

Stakeholder map

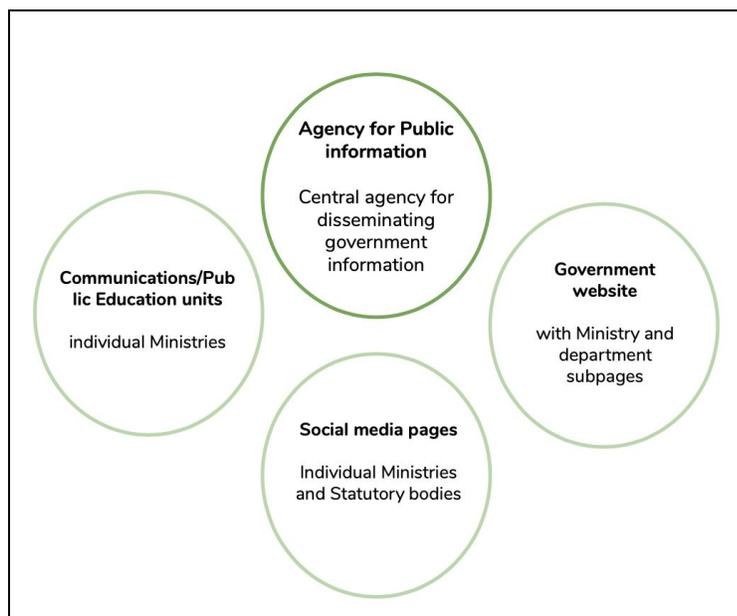


Communication channel review

Government channels for external communications

Public education/communications Units

There is an existing ecosystem of communications units within the government of SVG that can be more intentionally used to convey messages about biodiversity actions, challenges, stories and needs externally. Stakeholder ministries and statutory bodies have Public Education or Communications Units and are supported by the Agency for Public Information (API), which has responsibility for producing and or disseminating government content to the public.



Agency for Public information (API)

Each of the individual communications units perform some dissemination and production tasks without the assistance of the API, but overall the latter is there to serve their needs. API has the capacity to shoot, edit and produce high quality video content, produce radio-ready content and content for print. It also prepares government news releases. API content is aired three (3) times per week on SVGTv and starting April 2019, there will be an API radio show. The entity also disseminates content via its Youtube channel, which to date has over 1000 subscribers and its Facebook page with over 6500 followers.

Social media

The Divisions of Forestry and Fisheries as well as National Parks, Rivers and Beaches Authority, the St. Vincent Botanical Gardens, Ministry of Tourism, Ministry of Agriculture and Ministry of Health, all maintain social media pages (mainly Facebook). National Parks also maintains a Twitter page and the Division of Fisheries has opened an Instagram account.

While these stakeholders are posting with reasonable frequency to their social media pages, with the exception of National Parks, their audiences do not exceed 1000 followers. Increasing engaged followers for these pages will be important to growing the awareness for biodiversity and biodiversity-related public

awareness and education. Social media advertising budgets should be introduced to facilitate sponsored posts, including valuable video content, facebook lives, competitions, polls and trivia.

Government domain and website

The government of St. Vincent and the Grenadines www.gov.vc website gives access to information on all Ministries and departments in government as well as links to websites of statutory bodies.

Government channels for internal communication

Government email addresses and telephone lines are the usual means of communication between government departments. Whatsapp is however a powerful means of communicating informally within and outside of government. Select government officers may also be assigned cell phones and cell phone service packages in order to conduct government business.

Private sector communication channels

There is one main television station, SVG TV and two cable channels, IKTV and VC3.

While there are no available Knowledge, Attitudes and Practices (KAP) studies for biodiversity in St. Vincent, a 2017 KAP on climate change, found that over 70 per cent of respondents believed television was the best way for their community to access information on climate change. Of the respondents, 88% had access to television. Radio was a distant second most popular way to access information (14.7%). [Japan-Caribbean Climate Change Partnership and UNDP, p. 34]. Access to the internet was reported at 63.5% of respondents[p.35].

Television appears to be a wise first choice for public awareness. It is however unclear from the survey whether local channels were the source of information for the respondents. Wide access to internet and low cost makes digital media attractive channels.

Several radio stations ranging from popular music formats to talk shows exist, with Hot 97.3FM recently being voted to have the most popular morning show and radio personality.

Stakeholder Engagement

Primary and secondary stakeholders require special attention to fuel momentum and creative solutions for actions required for progress towards biodiversity targets. Opportunities for sharing and collaboration among them is essential and must be planned.

Between ministries

Several ministries are integral to the the 6NR process and to the ongoing work to manage and sustain SVG's biodiversity. While many are actively pursuing Aichi targets or other targets related to other national strategies and international conventions, there is greater opportunity for a true integrated approach to biodiversity **within** government.

Target stakeholders: Government Ministries and Statutory bodies

Objectives:

1. To ensure that biodiversity conservation and management becomes an agent for progress across several government sectors with the ultimate focus on overall sustainable development.
2. To first mainstream biodiversity in national conversation **within** government and then externally to civil society and the business community.
3. To continue to build capacity for progress towards the Aichi and further biodiversity targets on the expiry of the Global Strategic Plan on Biodiversity.
4. Give increased attention to enforcing existing policies and gaining approval for draft policies.

Key message: Sound biodiversity practices can help us all in our various ministries and departments to achieve our mandates towards sustainable development for SVG

Stakeholder engagement tool: Inter-Ministerial Action Committee for Sustainable Development

1. On completion of the 6NR it is recommended that the 6NR steering committee be formalised and expanded as a inter-ministerial action Committee for national transformation through sound, sustainable biodiversity practices in all areas of governance.
2. In addition to the Ministries of Agriculture and Tourism, Division of Fisheries, Division of Forestry, National Parks and National Trust representation now present on the steering committee, the expansion of this group should include representatives from:
 - Ministry of Health, Wellness and the Environment
 - Ministry of Education
 - Ministry of Housing
 - Energy Unit

- Ministry of Transport, Works, urban development and local Government (Grenadines representatives)
- Regional Integration and Diaspora Unit

3. Kick off meeting for this Committee should include sharing highlights of:
 - a. The CBD and relating its goals to those of UN Sustainable Development Goals;
 - b. The 6NR including any case studies which carefully incorporate areas relevant to each sector represented on the unit.

Evaluation: Simple poll of representatives' level of awareness of the CBD, 6NR and intersection of biodiversity and sustainable development on joining the unit versus awareness after the initial meeting of the group. This may be repeated every quarter.

Between sectors

During focus group sessions convened for the 6NR process, it was apparent that players from within government along with NGOs and civil society leaders such as those in community organisations, should come together to share accomplishments and express needs in a more organised setting.

Target Stakeholders:
Government, NGOs, IGOs and civil society organisations (mainland and Grenadines)



Objectives:

1. To update players across all sectors on the progress made by individual organisations,
2. To determine useful collaborations among players
3. To assess further progress made towards CBD Aichi targets and National Biodiversity targets.

Key message: We are partners in biodiversity management and sustainable development. Working together we can achieve our goals for a better St. Vincent and the Grenadines.

Communications tool: Annual Multi-sectoral symposium on World Biodiversity Day

- a. Presentations and papers from representatives of government, NGOs and community organisations -relate initiatives to the CBD Aichi targets and further to relevant sustainable development goals
- b. Representatives from regional and international organisations should be invited to participate - UNDP, IICA, UNEP, CARDI, FAO
- c. Online publication of the compiled papers and presentations of the symposium housed on a subpage of the Sustainable development Unit on the government of St. Vincent website

Evaluation: post-symposium poll of whether organisations/individuals feel more engaged in an integrated national direction for biodiversity.

Summary Action Plan: Stakeholder Engagement

Stakeholder	Objective	Action	When	Who is responsible?
Ministry of Finance, Economic Planning, Sustainable Development and Information Technology	Mainstreaming biodiversity into wider sustainable development issues across Ministries	Gain the Minister's blessing for inter-Ministerial and inter-sectoral collaboration. Reference the 6NR process which demonstrated the value collaborations could bring towards meeting not only biodiversity targets but sustainable development targets overall.	February and March 2019 on the lead up to and submission of the 6NR to the CBD	Director of Economic Planning and Sustainable Development; Sustainable Development team
Government Ministries	Mainstreaming biodiversity	Recommendation to the Minister to transform 6NR biodiversity steering committee into an inter-ministerial action Committee for sustainable development	March 2019 - after submission of 6NR report	Director of Economic Planning and Sustainable Development and Sustainable Development team
Government of SVG through Ministry of Finance, Economic Planning, Sustainable Development and Information Technology	Create an opportunity for intense national awareness on biodiversity and related environmental issues	Designate June Environment month (World Environment Day, World Oceans Day, World Day to Combat Desertification and drought all occur in June)	March 2019	Ministry of Sustainable Development
Sustainable Development, Agriculture, Tourism, Energy Ministries; NGOs; Community organisations	Maintain an overall understanding of SVG's efforts in biodiversity conservation and management	Multi-sectoral annual symposium	June 2019	Ministries of Sustainable Development & Environment



Public Awareness & Action

The 6NR to the CBD highlights several case studies demonstrating that St. Vincent and the Grenadines is making sound strides in its attention to biodiversity even if the Aichi targets have not been met. While there is a long way to go, there is every reason to encourage purposeful and positive continued action by all individuals and to throw support behind those already leading the charge. Continued behaviour change and sustained action will be fuelled by a public awareness campaign.

Public awareness campaign

This will be designed to revolve around the success stories of individuals and organisations who have been setting the example to conserve and manage biodiversity, whether directly or indirectly, and it will be a patriotic call for others to do the same.

Targeted activities for key audiences listed below will complement the general awareness effort.

- Farmers - encourage good work mentioned in 6NR
- Fisherfolk - encourage compliance commended in 6NR
- Youth - highest awareness is seen in this group according to 6NR; encourage action
- Vincy Mas bandleaders - encourage biodiversity themes in one of the largest national events of the year
- Business community - help leaders to understand biodiversity issues and how they can benefit from actions in/support for conservation and management

Objective: Evoke in the people of St. Vincent and the Grenadines a sense of pride, honour, ownership and responsibility for preserving and/or restoring the biodiversity of their lands.

Key message: Our island's rich biodiversity, the variety of animal and plant life and their habitats, makes it one of the most special places on earth and we will do everything possible to keep it that way.

Communications activity: Public Awareness Campaign

Possible campaign slogan: "To protect and defend this, my land"

Campaign communications products & activities

Communications Products/Activities	Description	Dissemination
The biodiversity protection oath	<p>A simple oath to be included in all communications materials and incorporated in all public awareness and stakeholder engagement activities.</p> <p><i>“I commit to protect and defend this my land, its natural life and all its waters for my own good and the survival of those who come after. SVG forever”</i></p>	<ul style="list-style-type: none"> - Digital biodiversity education kit digital (printed on request) - End tag on “Stories in biodiversity” videos - Used as end tag for short radio ads. Sample script “If cut down a tree, I’ll plant a tree. I commit to protect and serve...” - Campaign launch event - Whatsapp groups - Downloadable from API site, www.gov.vc site
Vincy Mas bandleaders biodiversity tour	Day long tour of specified sites for Vincy Mas (carnival) bandleaders along with media - e.g. farmlands, Ashton Lagoon, deforested area. Vincy Mas leaders with inspiration for design ideas for Vincy Mas 2019/2020 and media coverage of the event	Media coverage (local and regional)
Vincy Mas incentive prize	Cash prize for best representation of biodiversity-related theme by a band	Media coverage of presentation of cash prize to winning Bandleader; API news release of winner announcement
Biodiversity education kit	<p>Digital kit comprising:</p> <ul style="list-style-type: none"> ● PowerPoint or Prezi presentation on definition of biodiversity, key areas of interest for SVG, key actions individuals, businesses and government can take to be biodiversity-friendly and list of NGOs and government departments already involved. ● Biodiversity and me modular booklet with sections on actions children and young people, adults, businesses and communities can take to become/remain biodiversity friendly 	<ul style="list-style-type: none"> ● Home page and SDU page on www.gov.vc website ● Biodiversity workshop for business leaders - link to download (wi fi to be available at venue); printed copies by order only ● Careers in Biodiversity fair - link to download after opening presentation (wi fi to be available at venue); can be shared via whatsapp to students who give their whatsapp number; 2 printed copies of the booklet per school for their libraries ● Youth competition - link to download (wi fi to be available at all opening workshop sessions); printed copies on request ● TV, radio ads, segments and PSAs include mention of link to download ● Social media of relevant ministries and agencies include link to download ● Memos to private sector organisations, churches, community organisations with link to download to be shared with members ● Whatsapp broadcast of link to

		<p>download to current partner agencies, community and civic organisations on SDU database</p> <ul style="list-style-type: none"> • API email established for members of public to message in order to receive electronic copies of the booklet and a link to the full kit
Campaign launch event - media launch of “Stories in biodiversity” video/audio series and publication	<p>Brief presentation of excerpts from the 15 minute video features of biodiversity success stories to media audience and briefing on the campaign elements and activities to be rolled out.</p> <p>Success stories to include:</p> <ul style="list-style-type: none"> • “Hardcore” - The SVG women behind farming with a conscience • “Defenders” The SVG NGOs driving biodiversity conservation triumphs • “A Lagoon in Bloom”- revitalisation of the Ashton Lagoon • “An industry evolved”- How SVG’s fishing industry is maturing with positive effects on biodiversity (includes new strides by National Fisherfolk Organisation) • “Bush Medicine and Botanical Gardens” -Documenting the medicinal value of plant life at National Botanical Gardens 	Media houses; Agency for Public Information press release, Youtube video of event and recorded excerpts of the media launch on API’s SVGTv programme; social media pages of stakeholder government Ministries to carry announcement of launch
Library collection	Dedicated library collection for SVG biodiversity-related publications and recordings	Media coverage; Public Library
Radio segments	Segments sponsored by Sustainable Development Unit and partners where necessary. Highlight upcoming activities or events relating to the programme and speak on specific biodiversity issues	Radio - NBC, Boom, Magic, Hot 97 etc.
Public Service Announcements	Short testimonials by individuals working in some way towards biodiversity conservation in SVG ending with the campaign slogan	Television, radio
Interviews	Focused on the CBD and Aichi targets and St. Vincent’s implementation, progress and success stories, participants in youth competition	SVGTv News, NBC radio, Boom FM OMG morning radio show, other morning radio shows
‘Biodiversity-friendly farming Practices’ video and audio series and publication	Video documentary on SVG traditional sustainable farming practices	SVGTv, API Youtube channel, Community open air viewings; social media pages of stakeholder government agencies
Careers in biodiversity fair	Targeting youth 15-19 years	Invitation letters to schools, colleges, community groups; API TV and radio segments
Youth competition	Targeting children/youth 8 - 24 years	Invitation letters to schools, colleges, community groups; API TV and radio segments



Special target segments

Farmers

Objectives:

1. Evoke a sense of pride in the farming community because biodiversity-friendly farming practices have been recognised in the 6NR, a global report.
2. Encourage increased attention to biodiversity-friendly farming techniques and agricultural diversification especially among new farmers.

Key message: You have a lot to teach St. Vincent and the Grenadines and the world about biodiversity-friendly farming. St. Vincent and the world need to hear how your parents and grandparents taught you to do things.

Communications activity: Presentations to individual farmers' associations

- Key highlights of the CBD and the farming community's contributions to progress towards the Aichi targets.
- Announcement of biodiversity-friendly farming best practice documentation exercise as a result of discussions during the 6NR process and as recognition of farmers' contributions.

Communications activity: Documenting Good Agricultural Practices of St. Vincent & the Grenadines farmers

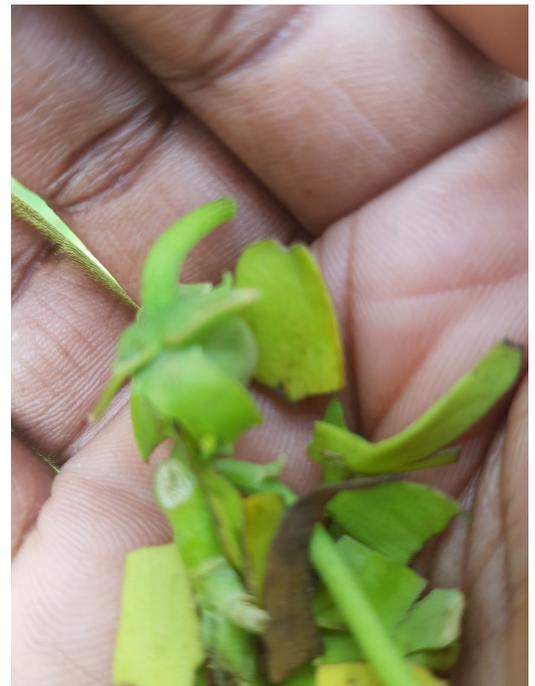
Partners: The Sustainable Development Unit, Ministry of Finance; Ministry of Agriculture; Agency for Public information.

A series of interviews with and demonstrations by livestock and crop farmers who practice or have practiced traditional biodiversity-friendly farming techniques will be done. Three products will emerge from this:

- **A publication** of best practice in sustainable farming
- **A video series** capturing the practices and interviews
- **An audio recording** compilation of all the interviews

Dissemination:

- Screenings in the community and or at farmers' associations meetings.
- Interviewees and all farmers' associations receive hard copies of the publication for posterity.
- API television segments and Youtube channel, Ministry of Agriculture's television and radio segments.



Evaluation: simple survey to gather farmers' awareness of CBD and Aichi targets post-presentations and again post-screening of video.

Fisher Folk

Objective:

1. Evoke a sense of pride in the fishing community because sustainable fishing practices and the work of the National Fisherfolk Organisation (NFO) have been recognised in the 6NR, a global report.
2. Reward fisherfolk who are outstanding in their efforts to comply with closed seasons, size limits and other sustainable fishing practices.

Key message: The work of the NFO and the increasing collaboration and compliance seen within your industry is encouraging and an example for the region. This will reflect in the 6NR to the UN CBD, a report on how SVG is doing locally to tackle issues of biodiversity. You should be proud.

Communications activity: Breakfast meeting for fisherfolk and NFO

Hosts and partners: Ministry of Fisheries in partnership with the Sustainable Development Unit of the Ministry of Finance, Economic Planning, Sustainable Development and Information Technology.

- A short presentation on what the CBD is and SVG's implementation of it and how fisheries factors into both the convention and the 6NR.
- Awards for outstanding attention to sustainable fishing practices
- All fisher folk in attendance get a "partner in biodiversity" t-shirt

Youth

Objectives:

1. Present an opportunity for youth to develop specific products, programmes or courses of action that either: raise awareness of the need for biodiversity, or create actions to conserve or manage a specific area of biodiversity. Each entry must be designed to make positive change in the selected area.
2. Make youth aware of the available and likely future vocational and professional pursuits in biodiversity.

Key message: Your present and your future are affected by the state of biodiversity. Take ownership of how your world changes.

Communications activity: “To protect and defend this my land” competition

Partners: Sustainable Development Unit, Ministry of Finance, Ministry of Education, Caribbean Youth Environment Network (CYEN) St. Vincent Chapter

Target audiences: youth ages 8- 12, 13-17 & 18-24 from mainland and Grenadines

1. Competition entries may take any form the participants choose: songs, dances, poetry, video, apps, inventions, designs, artwork, skits or plays etc.
2. Registration should take place in up to 10 communities across the **mainland and Grenadines islands** where participants must first attend a workshop that highlights what biodiversity and the CBD are and St. Vincent and the Grenadines’ role in the CBD. Excerpts from the biodiversity success stories video series will be shown and entrants given a biodiversity education kit.
3. Divided into three (3) age categories to cover primary, secondary school age youth and young adults. Youth in the age categories can participate whether or not they are active students.
4. Participants will be given 8 weeks to develop their entry.
5. Prizes will be awarded in each age category for 1st, 2nd and 3rd places in each community
6. 1st place winners in each community will be entered to win a grand overall prize with their entries judged by a panel from the Sustainable Development Unit, CBD, Caribbean Youth Environment Network (CYEN), Ministry of Finance.

Communications Materials: Biodiversity education kit, success in biodiversity video excerpts, presentation on CBD and 6NR

Communications activity: “Careers in biodiversity” fair

Target audience: youth ages 15-19 from mainland and Grenadines islands

1. Opening remarks highlight SVG’s implementation of CBD and notes the reporting process and the 6NR as final report prior to the close of the decade on biodiversity.
2. Booths manned by professionals/ practitioners in areas of biodiversity conservation and management, including NGOs and nonprofits.

Communications Materials: Biodiversity education kit, success in biodiversity video excerpts, presentation on CBD and 6NR

Evaluation: short questionnaire to determine whether students feel more informed about the CBD and SVG’s implementation. Also to determine whether the career fair was useful and to what extent career choices seemed worthwhile to pursue.



Vincy Mas Bandleaders

Objectives:

1. Bring biodiversity-related issues top-of-mind for Vincy Mas bandleaders
2. Provide Vincy Mas bandleaders with inspiration for 2020 designs
3. Provide incentive for featuring biodiversity-related themes and issues in 2020 Carnival celebrations.

Key message: SVG's unique and rich biodiversity is ideal inspiration for innovative, colourful and award-winning costume design. Choose a biodiversity-related theme to present at Vincy Mas 2020 and you could win the cash prize for best portrayal.

Communications activity: Cash prize for bandleader with best portrayal of biodiversity-related theme in Vincy Mas presentation 2020

Evaluation: Note the number of bands who participate out of total bands entered, the types and range of biodiversity themes; see how themes chose relate to topics and areas presented on biodiversity tour.

Business Community

Objectives:

1. Make business leaders aware of the CBD and SVG's implementation of it
2. Give business leaders a comprehensive view of how reduced biodiversity will affect their success
3. Gain commitments from corporate entities for sound biodiversity-related practices
4. Give NGOs and community groups an open forum to present their mandates and needs to corporate leaders

Key message: There are issues related to biodiversity concerns that are and will continue to affect your businesses, your employees and your customers. Investing in sustainable operating practices within your businesses and exercising your corporate social responsibility in relevant ways will have a lasting positive impact.

Communications activity: Workshop entitled "The real issues in biodiversity: Guiding sustainable business practices and corporate social responsibility."

Target audience: CEOs, CFOs, Marketing and Corporate Communications Managers. [**This is a suggestion of the level of executive that could be involved in the process, however their closest representatives may suffice and the appropriate representative may vary from organisation to organisation.*]

Agenda to include:

- Overview of the CBD and Aichi Biodiversity targets & SVG's implementation
- The cost to business of losing our biodiversity, the gains to preserving it
- Biodiversity considerations in business operations
- Spending your Corporate Social Responsibility dollars in biodiversity
- Introduction to NGOs and community organisations with biodiversity-related mandates
- The Biodiversity Oath
- Business and NGO leaders meet-and-greet

Communications materials: SVG biodiversity education and awareness kit; stories in biodiversity video excerpts; presentation

Evaluation: Short questionnaire to determine whether participants feel more knowledgeable about the global and local context for biodiversity, the CBD and Aichi targets. Also to determine whether or not they are more amenable to providing financial, operational and other support to ongoing efforts.

Summary Communications Schedule

Activity	Type	Target	Start	End	Dissemination
Designation of Environment Month (June) & launch of biodiversity oath	Stakeholder engagement and public awareness	Government, NGOs, IGOs, Community organisations, business community, civil society	March 2019	March 2019	Press briefing at 6NR validation workshop and declaration in Parliament; government memos; API news release
Establish inter-Ministerial action Committee	Stakeholder engagement	Government ministries and statutory entities	March 2019	Ongoing	Internal government memos and emails
Complete outlines, shooting and editing for video series "Stories in Biodiversity"	Public awareness planning	General public	March 2019	May 2019	Internal via file sharing to Sustainable Development Unit and partners for approval
Finalise and test campaign slogan and materials	Public awareness planning	General public	April 2019	April 2019	Local focus group report to Sustainable Development Unit for review
Produce Biodiversity information kit (digital)	Public Awareness	General public & youth and business segments	March 2019	May 2019	www.gov.vc site, individual department pages API site and social media pages, social media pages of Min. of Agriculture, National Parks, Min. of Tourism
Launch 'Documenting biodiversity-friendly farming practices' project	Public awareness	Farming community, general public	April 22, 2019 (Earth day)	September 2019	Media release and photo of first interview in field
Environment Month	Stakeholder engagement and public awareness	Government, NGOs, IGOs, Community organisations, business community, civil society	June 1, 2019 (and annually) Environment month	June 30, 2019 (and annually)	Media briefing of events planned during and after June
Multi-sectoral symposium	Stakeholder engagement	Government, NGOs, IGOs, Community organisations	June 2019 Environment Month	Annual on World Day for Biological Diversity	Media coverage, Facebook live segment on National Parks page
Fisher folk breakfast meeting	Public awareness	Fisher Folk segment	June 8, 2019 (World Oceans day)	June 8, 2019 (World Oceans day)	Media coverage

			Environment month		
'Careers in Biodiversity' Fair	Public awareness campaign	Youth segment 13-17 & 18-24	June 2019 Environment month	June 2019	Media coverage, API TV and radio shows
Launch Public Awareness campaign with "Stories in biodiversity" video/audio series and publication	Media engagement, Public awareness campaign	Media, General Public	September 2019	November 2019	Media conference, API TV show and youtube channel
Air television and radio interviews with individuals referenced in the videos and with policy makers	Public awareness campaign	General Public	September 2019	December 2019	TV news, radio PSAs
Air radio and television Public Service Announcements (PSAs) including the Biodiversity Oath	Public awareness campaign	General Public	September 2019	December 2019	Radio, TV, Youtube
Launch "To protect and defend my land" youth competition	Public awareness campaign	Youth segment 13-17 & 18-24	September 2019	December 2019	Media coverage, schools, PTAs, Community groups, churches
Present copies of publication on biodiversity-friendly farming to interviewee farmers, the National Farming Organisation and National Library	Public awareness campaign	Farming community and general public	September 2019	September 2019	Media coverage
Workshop - "The Real Issues in Biodiversity: Guiding Sustainable Business practices and Corporate Social Responsibility."	Public Awareness campaign	Business community segment	September 2019	September 2019	Media coverage, API TV show
Media & Vincy Mas bandleaders biodiversity tour	Media engagement, public awareness	Local, regional media; Vincy mas bandleaders (cultural leader segment)	January 2020	January 2020	Media coverage
Evaluate programme and campaign efforts	Campaign evaluation	All stakeholders and public	January 2020	February 2020	Final report to key stakeholders