Communications, Education and Public Awareness on the Front Lines: Twelve Stories of Best Practice from Equator Prize winners

Monday, October 15th 2012 18:00-22:00pm
CEPA Fair

The Equator Initiative recognizes and advances local sustainable development solutions for people, nature and resilient communities. In the newly launched publication The Power of Local Action: Lessons from 10 Years of the Equator Prize, the Equator Initiative presents 12 key lessons on successful community-based action for the environment and development. One of these lessons is that ‘communication is a powerful agent of behavior change’. Equator Prize winners demonstrate this through: peer-to-peer learning exchanges, the use of project sites as centers of excellence, the deployment of extension officers and extension services, the use of culturally appropriate communications strategies, innovative usage of media and technology, the establishment of knowledge networks, participatory needs assessments, and the engagement of youth and children. This reception brings together ten representatives from Equator Prize winning communities to present their work in each of these areas of grassroots communications, education and public awareness innovation. Stations will be set up for communities to present in a rapid-fire, rotating, interactive format. Drinks and light food provided.

Welcome /Introduction
Eileen de Ravin, Manager, Equator Initiative

Presentations

Peer-to-peer learning exchange
Utkarsh Ghate, Aharam Traditional Crops Producers’ Company, India
Rama Satish and Veena Hassan, GREEN Foundation

Project sites as centers of excellence
Mercy Mbogho, Kwetu Training Centre for Sustainable Development, Kenya

The use of extension officers and services
Bibhu Kalyan Mohanty, Tribal Communities of the Jeypore Tract of Orissa, India

The use of culturally appropriate communication strategies
Gladman Chibememe, Chibememe Earth Healing Association, Zimbabwe
Jerry Wana, Sepik Wetlands Management Initiative, Papua New Guinea

Innovative uses of media and technology
Chinthaka Weerasinghe, Sri Lanka Wildlife Conservation Society, Sri Lanka
Igbokwe Ugochukwu Josephat, The Smallholders Foundation, Nigeria

Establishment of knowledge networks
Saïdou Gnandando, Réseau de Développement de Réserve Naturelle Communautaires, Benin
Noëlie Ouédraogo, Association Songtaab-Yalgré, Burkina Faso

Participatory needs assessments
Wu Jiawei, Kangmei Institute of Community Development and Marketing, China

Youth and child engagement
Cliff Marlessy and Sandra Tjan, The Indonesian Community-based Marine Management Foundation, Indonesia