

LIFEWEB PROJECT EXPRESSION OF INTEREST

SECTION I: BASIC INFORMATION

COUNTRY

Regional Program for the 9 Countries of the Eastern Caribbean: Anguilla, Antigua and Barbuda, British Virgin Islands, Dominica, Grenada, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines.

PROJECT TITLE

My Island – My Community: A Public Awareness and Behaviour Change Program for Climate Change for the OECS

GEOGRAPHIC SCALE

	Sub-national
	National
X	Multi-national

SUBMITTED BY

X	Government
	Indigenous or Local Community
	NGO

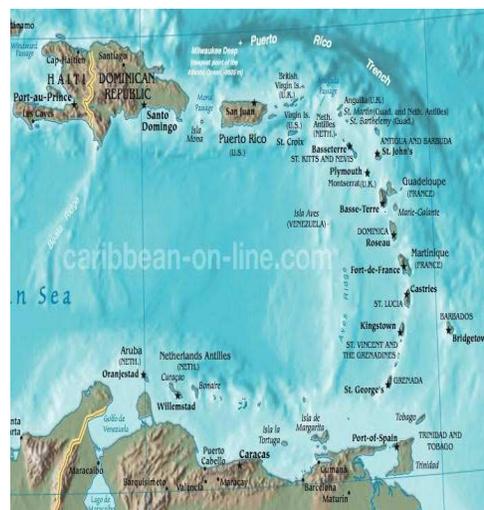
Submitted by the Organization of the Eastern Caribbean States (OECS), on behalf of the 9 countries of the OECS.

SCOPE

	Creating new protected area(s)
	Strengthening management of existing protected area(s)
X	Improving the protected area enabling environment

MAP AND PICTURES

This regional project covers the 9 nations of the Eastern Caribbean: Anguilla, Antigua and Barbuda, British Virgin Islands, Dominica, Grenada, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines



SECTION II: PROJECT DESCRIPTION

LOCAL CONTEXT AND PROBLEMS TO BE ADDRESSED BY THE PROJECT

Protected areas are an essential part of the global response to climate change because they help to address the root cause of climate change by reducing greenhouse gas emissions. In the Eastern Caribbean, marine ecosystems are the most effective carbon sinks. Protected areas also help small islands cope with climate change impacts by maintaining essential services upon which people depend.

The value of protected areas for climate change adaptation has not been specifically quantified for the Eastern Caribbean. The *Economic Valuation of Coral Reefs in the Caribbean* project led by the World Resources Institute found that in 2006 for St. Lucia alone coral reefs were worth more than US\$28 million per annum. Marine Protected Areas (MPAs) provide for long-term sustainability of fish stocks, thus supporting the livelihoods of the regions' fishers. According to the World Resources Institute study, annual direct economic impact of coral reef associated fisheries is estimated at US\$0.4–0.7 million for St. Lucia.

The global importance of marine and coastal protected areas for climate change adaptation is discussed in the recent comprehensive document *Natural Solutions: Protected areas helping people cope with climate change*, (2009, IUCN-WCPA, The Nature Conservancy, UNDP, Wildlife Conservation Society, The World Bank and WWF). "Coastal and marine areas store huge amounts of carbon, particularly in coastal zones where capture is equivalent to 0.2 Gt/year. Salt marshes, mangroves and sea grass beds all have important potential to sequester carbon." These systems are under great threat in the region and must be protected and restored. The most effective means to ensure this is through an integrated and functioning system of protected areas.

The Eastern Caribbean region, which covers 4.31 million km² of land and sea and is home to close to 600,000 people, represents one of the world's most complex mosaics of marine freshwater and terrestrial habitats, and contains the greatest concentration of rare and endemic marine species in the Western Hemisphere. This rich biodiversity, which is partly due to its isolation within the Caribbean Sea, has resulted in relatively high rates of national and regional endemism. A survey of the world's biodiversity hotspots identified the Caribbean as the fifth ranking "hotspot" and one of the highest priorities in any global strategy for biodiversity conservation and sustainable management (FAA 118/119 Tropical Forests and Biodiversity Assessment, 2008).

The increased use of marginal farmland is straining the islands' agricultural base. Agri-chemicals are impacting water quality. Forested lands continue to be cleared, causing severe environmental problems. Fragile coral reef habitats are experiencing drastic declines in reef fish, caused in large part by overfishing. On islands like Saint Vincent, Saint Lucia and Antigua, water rationing is commonplace during much of the year, threatening the islands' unique biological resources. Closely tied to the environmental challenges, these island nations are experiencing population growth, often localized around coast lines, further increasing risks of ecological and economic collapse. The complex situation in the Eastern Caribbean is compounded by the impact of population growth on environmental degradation. High fertility rates coupled with small land areas, limited economic opportunities, fragile island ecosystems, and cultural barriers could predict a grim future for biodiversity conservation and quality of life. And still the conservation movement within the Eastern Caribbean continues to struggle with developing sustainable strategies for affecting knowledge, attitudes and behaviours of the majority of constituents.

ECOLOGICAL CONTRIBUTION

There is dire need for accelerating adaptive measures that can reduce small island countries' vulnerability to the effects of climate change and help communities cope with the changes that are already taking place. These measures must be presented in a way that is intelligible and appealing to the average person as individual actions, when taken collectively, contribute directly to achieving community goals of enhanced waste management, healthier forests and fisheries, and improved water supplies. In most of the Eastern Caribbean States, more than 50% of the population resides within two kilometres of the coast.

The Secretariat of the Organization of Eastern Caribbean States (OECS) has taken a leadership role on this issue. The OECS states "there is a strong need to increase awareness of the impact of climate change in the region through the conduct of research, through partnership with the private and public sectors and through an aggressive awareness campaign that targets the general population." To achieve this, the nine member states of the OECS have launched *My Island – My Community* as a public awareness and behaviour change

strategy for the Eastern Caribbean to positively impact knowledge, attitudes and behaviours with regard to climate change, biodiversity conservation and sustainable island management.

The educational messages promoted in the radio drama will generate new appreciation for the effects of climate change and will encourage constituents to embrace adaptive measures such as the rehabilitation and conservation of natural sea defences like mangroves and coral reefs, and projects designed to build resilience against hurricanes. A key message throughout the program is “community engagement” in protected areas, with the public awareness strategy targeting gaps in knowledge, attitudes and behaviours as they relate to priority protected areas of the OECS. As the “communications platform” for another LifeWeb submission (OECS/TNC) to fully fortify the protected areas of the OECS, this program will directly support public engagement in protected areas.

OBJECTIVES AND RESULTS

OBJECTIVES	FUNDING REQUIRED			EXPECTED RESULT
	Year 1	Year 2	Year 3	
Build an effective network of committed and capable institutions dedicated to enhancing communications for climate change. 9 National Coalitions, one in each OECS country, will be identified.	10,000			A unique and empowered network of organizations in the Caribbean directly involved in working with the public to minimize the negative impacts of climate change.
Undertake research (formative and on-going) to ensure campaign impacts and effective messaging.	30,000	15,000	15,000	Thoughtful and on-going research will help promote effective messaging to ensure the public is given appropriate, clear and scientifically-valid advice on actions to limit climate change impacts.
Capacity Development Program	50,000	45,000	45,000	Over 30 organizations across the Caribbean will be trained over 3 years to effectively communicate with the public on climate change.
Regional Radio Serial Drama Production (scripting, producing, writing, casting, taping, and editing for 208 episodes)	125,000	70,000	40,000	Radio serial dramas will engage the public while informing listeners of the critical issues of climate change, and will encourage the public to actively support protected areas, sustainable livelihoods, and conservation.
Develop and implement 9 Community Action Campaigns	50,000	50,000	50,000	A campaign on each country of the OECS will improve knowledge, attitudes and behaviours related to climate change and directly engage the public in working with government and NGOs/CBOs to support mitigation and adaptation efforts.
Create 9 National Radio Magazines 208 in all nine countries (1000 hours of radio discussion)	30,000	20,000	20,000	Radio Magazines create at 2-way dialogue with citizens, engaging them more powerfully in responding to climate change.

On-going mentoring and capacity development	30,000	30,000	30,000	Mentoring and regular training sessions will build capacity among diverse organizations of the OECS to run effective communication campaigns.
Peer to Peer Exchange Program (Journalists, gov't, etc)	30,000	30,000	30,000	Peer-to-peer learning exchange opportunities will speed up adoption of best practices in responding to climate change.
Monitoring and Evaluation	30,000	30,000	30,000	An on-going M/E and Learning Strategy will ensure maximum impact of the program, will allow for on-going improvements to program design, and will allow for replication of successes to other regions.
Web Presence/On-line forum/Best Practice Site	20,000	20,000	20,000	A unique platform of materials for the OECS (and beyond) will allow for easier replication and adaptation.
Music and TV elements	40,000	30,000	30,000	Music and TV programs support knowledge, attitude and behaviour changes related to climate change.
Travel/Staff Support	100,000	100,000	95,000	To provide excellent regional support to the program.
Radio Broadcasting	20,000	40,000	20,000	To ensure the radio serial dramas and magazines are played on the most listened to stations.
A Technical Advisory Committee (TAC) will bring the best of climate change science to communication efforts.	10,000	10,000	10,000	The TAC will ensure that the public is informed, to the greatest extent possible, of the realities of climate change in the Eastern Caribbean.
Annual Total:	575,000	490,000	435,000	
TOTAL	US\$1,500,000			
	(Partners are confident that US\$750,000 will be secured by partners other than LifeWeb)			

TOTAL FUNDING NEEDED

Please indicate the total amount of funding required for this project.

US\$ 1,500,000 -- seeking US\$750,000 from Lifeweb – to be matched by partners)

TIMEFRAME

Please indicate the estimated number of months or years required to implement the project.

3 Years

FINANCIAL SUSTAINABILITY

The partners of My Island – My Community have already secured US\$165,000. The partners are confident that an additional US\$585,000 can be raised over next 6-12 months to ensure 3 years of comprehensive program support. Focusing on capacity development and national implementation, it is envisioned that many activities will continue after the 3 years of the initiative.

INSTITUTIONAL CONTEXT

PARTNER NAME	ROLE IN THIS PROJECT	CONTACT PERSON NAME, TITLE, TELEPHONE, EMAIL	URL &/OR OTHER INFO ABOUT THE INSTITUTION
Organization of the Eastern Caribbean States (OECS)	Driver. Overall strategic positioning. Government support and coordination. Provide Radio editing studio and equipment.	Keith Nichols Head Environment and Sustainable Development Unit Organization of Eastern Caribbean States (OECS) The Morne, Castries, St Lucia Tel. 758 455 6362 kenichols@oecs.org	www.oecs.org
PCI Media Impact	Program management, partner relations, capacity development and mentoring. Has committed US\$25,000 to the program.	Alleyne Regis Program Manager, Caribbean Media Impact Gablewoods Mall, Castries, St Lucia St. Lucia Tel. 758 452 0864 aregis@mediainpact.org	www.mediainpact.org
GEF Small Grants Program, implemented by UNDP	Networking CBOs across OECS. Support to TAC and Steering Committee. Linking national SGP Grant programs to My Island – My Community. Supporting CBO capacity development efforts. Has committed US\$50,000 to the program.	Giles Romulus Sub-Regional Coordinator GEF SGP (Barbados & The OECS) UN House, Marine Gardens, Hastings Christ Church Barbados Tel: (246) 467-6011 Fax: (246) 429-2448 Email: giles.romulus@undp.org	http://sgp.undp.org/
The Nature Conservancy (TNC) USAID/ OPAL Project	As strategic lead on other LifeWeb OECS submission to fortify protected areas, TNC is a critical partner to link these to efforts. Provide support to Steering Committee and TAC. Has committed US\$70,000 to the program. Providing financial support, through TNC, for the program.	Ruth Blyther Lesser Antilles Country Representative Caribbean Program The Nature Conservancy 3052 Estate Little Princess Christiansted, 00820 St. Croix Tel: (340) 718-5575 Ext. 207 Fax: (340) 718-1613 rblyther@tnc.org	www.nature.org
Global Island Partnership (GLISPA)	Provide support to Steering Committee and TAC. Has committed US\$10,000 to the program. Will ensure links to global SIDS and Island policy discussions.	Kate Brown GLISPA Coordinator IUCN Office Washington, DC, USA kate.brown@iucn.org	http://www.cbd.int/island/glispa.shtml
Birdlife International	Provide support to Steering Committee and TAC.	David Wege Senior Caribbean Program Manager Caribbean Program - Americas Secretariat BirdLife International Wellbrook Court, Girton Road, Cambridge CB3 0NA, UK	www.birdlife.org

		Tel: +44 (0)1223 277318 Fax: +44 (0)1223 277200 David.wege@birdlife.org	
Panos Caribbean	Provide support to Steering Committee and TAC.	Indi Mclymont-Lafayette Regional Director Media and Environment Panos Caribbean 9 Westminster Road, Kingston 10, Jamaica Tel: 1-876-920-0070-1 indi@panoscaribbean.org	www.panoscaribbean.org
The Secretariat for the Convention on Biological Diversity (SCBD)	Provide support to Steering Committee and TAC. Support replication other regions and awareness building within CBD focal points and partners.		www.cbd.int
Durrell Wildlife Conservation Trust	Provide support to Steering Committee and TAC.	Matthew Morton Durrell Wildlife Conservation Trust c/o - Forestry Department Ministry of Agriculture Castries, St. Lucia Tel: (1758) 453 4866 Cell: (1758) 719 8966 Matthew.Morton@durrell.org	www.durrell.org
SeaWeb	Provide support to Steering Committee and TAC.	Kristian A. Teleki Vice President of Science Initiatives SeaWeb 32-26 Loman Street London SE1 0EH, UK T: +44 207 922 7925 M: +44 777 965 1242 kteleki@seaweb.org	www.seaweb.org
The St Lucia Folk Research Center	Provide support to Steering Committee and TAC. Support St. Lucia training workshop in April/May 2010.	Dr. Kentry Jn Pierre Executive Director Folk Research Center Mount Pleasant P.O. Box 514, Castries St. Lucia. Tel. 758 452 2279 kdjnpierre@hotmail.com	www.stluciafolk.org
The Society for the Conservation and Study of Caribbean Birds (SCSCB)	Provide support to Steering Committee and TAC.	Dr. Lisa Sorenson SCSCB St. Lucia	www.scscb.org

PARTICIPATION AND EQUITY

My Island – My Community will build a sustainable coalition of local, regional and international organizations using public awareness and communications tools to respond to the challenges of climate change across the 9 islands of the Eastern Caribbean.

The goal of *My Island – My Community* is to confront the emerging consequences of climate change by expanding the capacity of regional partners to effectively and sustainably use contemporary communications, networking, public awareness and behaviour change methods, covering and strengthening management across the Eastern Caribbean's network of protected areas. The project will ensure long-term functionality of this network by integrating these efforts to engage the public in supporting an effective protected area network. Currently, community and political awareness regarding the values of and threats to protected areas is extremely low. *My Island – My Community* will promote: ecosystem-based adaptation to climate change;

multiple-use marine zoning; sustainable finance mechanisms; and community well-being and livelihood opportunities.

The overarching objectives for the three years of the program are:

- Develop the **capacity** of local organizations across the Eastern Caribbean to use communications to effectively enhance CBA activities and motivate long-term social change;
- Building a **community** of coalitions and well-informed constituencies that understand and support PAs and CBA activities; and,
- Positively **change** community knowledge, attitudes and behaviours related to climate change, protected areas, and CBA activities.

The program aims to:

- Increase appreciation of the region's natural resources, including how resource conservation and species preservation can reduce poverty and ensure sustainable development;
- Increase awareness of links between climate change, environmental degradation, and activities of the public;
- Increase willingness of individuals to take action on matters related to biodiversity conservation, climate change adaptation and sustainable land management; and,
- Increase community action and the number of organizations supporting mitigation and implementing projects for mitigation and adaptation to climate change.

My Island – My Community will utilize Media Impact's *My Community* approach to communications that was developed during 25 years of working with local partners, as an effective, transformational, rigorous and community-driven *Communications for Change* methodology. The Eastern Caribbean initiative will focus on developing the capacity of local coalitions to produce public awareness and behaviour change campaigns using the *My Community* Entertainment Education and Community Action methodologies. The partnership program will create a comprehensive regional communications initiative, including:

1. Regional Radio Serial Drama (208 episodes);
 - 9 National Radio Magazines (over 1000 hours of community discussion on the radio);
 - 9 National Social Marketing Campaigns – one on each island;
 - Peer to Peer Exchange Program (journalists, protected area managers, government, NGOs, etc);
 - A sophisticated web presence, including an on-line forum, best practice site, etc;
 - Integrated Music programme;
 - TV initiative, such as “Are You Smarter Than A 5th Grader – Climate Change”;
 - Capacity Building Workshops for (journalists, protected area managers, government, NGOs, etc); and,
 - 24/7 Mentoring and Support.

Together, these elements will create a “buzz” around the issue of climate change; stimulate discussion on issues pertaining to climate change, biodiversity and other social issues; and support engagement of the public in responding effectively to opportunities and threats.

Phase 1: Coalition Building and Formative Research (Jan-April 2010)

The foundation of the *My Community* approach to communications is partnership and engagement with the community. The first phase, launched in January 2010, will identify and help build a coalition consisting of a lead NGO/CBO with local service providers, other NGO/CBOs, scientists and local radio broadcast teams in each of the 9 participating countries. A call for participation has been circulated widely in the region. A thoughtful selection and outreach process will identify the strong coalitions critical to the long-term success of the program.

Also during this phase, a Technical Advisory Committee (TAC) has been established. The TAC, consisting of representatives of relevant government ministries, NGOs, partner organizations and informed community groups, will work to ensure the “best of science” is integrated into the communication campaigns. The TAC will help ensure that the content of the drama accurately represents the results of all scientific work being conducted in the field.

Formative research commenced in 2009. Participatory investigative research from meetings and interviews with members of the target audience will help shape the content of the programs by identifying priority issues for the community, and prevailing attitudes and information gaps among the audience. The project teams will use this information to develop entertainment media and campaign materials.

Phase 2: Training and Work planning: Capacity Building Workshop (April/May 2010)

My Island - My Community will hold a two-week regional capacity building workshop (April 26 – May 7, 2010) for national partners (two from each coalition), producers, directors, and writers on how to develop a communications strategy and serial drama for social change. Further, the workshop will provide core training in Communications for Change and background on climate change challenges confronting the Eastern Caribbean. The training workshop will include a presentation of the findings of preliminary formative research. Participants will use the formative research to design the characters, settings and story lines for the serial drama. Additionally, training will be provided in how to run complementary radio magazine shows and support community action campaigns.

Phase 3: Implementation and Mentoring (July 2010 – Dec 2011)

My Island – My Community will produce 208 episodes of a two year regional radio serial drama. Each episode of the serial drama will last approximately 15-minutes and will be incorporated into a one-hour magazine show. The magazine show will be unique to each of the 9 OECS countries and include a call-in component specifically for local audiences to opine about local issues. Other entertainment vehicles to engage and retain the audience will be incorporated as well, including interviews from the street, music and games. These broadcasts will support Peer-to-Peer Learning Exchanges and motivate Community Action Campaigns all as part of the greater awareness campaign.

Radio Serial Dramas - The serial drama is central to the messaging of the program. An entertaining storyline (approx. 70%) will be augmented with educational content (30%) to motivate attitude and behaviour change throughout the Eastern Caribbean with regard to biodiversity conservation and sustainable management. Once produced, each of the 208 episodes will be broadcast on local and national radio stations. Along with these broadcasts, the program will be uploaded each week on other social network sites, such as YouTube and Facebook.

Radio Magazines – National coalitions will be trained to design and produce “Radio Magazines”. This will provide a chance for the public to directly engage in the stories and messages of the radio drama. A “magazine” format could include call-in, radio quests, factual discussions, announcements, good practices recognition, awards, etc. Through this mechanism, each island-focused discussion will offer a critical opportunity for community members to react to the story and issues highlighted.

Community Action Campaigns - Each of the 9 National Coalitions (one per island) will develop a Community Action Campaign that will run in parallel to the Radio Drama series and will emphasize creating strategic partnerships to support actions in support of CBA. Activities might include events, written materials, speaker-series, school visits, etc. Community Action grants will be provided to support these activities. National Coalitions will be trained in mobilizing volunteers and will explore other strategic mechanisms to more deeply engage the public in CBA.

Phase 4: Learning, Monitoring, Evaluation and Strategic Planning - The program will incorporate participatory M/E as an element of program design and will evaluate for impacts on: (1) *Capacity*; (2) *Community*; and (3) *Change* in knowledge, attitudes and behaviours. A rigorous M/E and Learning Strategy will be developed and implemented with input from national coalitions and the TAC. An annual Learning Workshop will allow for the sharing of best practices, celebrating success, developing regional initiatives and engaging with the TAC.

Phase 5: Building an Enduring Network - The *My Community* approach to communications facilitates partnerships and networking by bringing together social actors to work towards achieving a unifying goal. Additionally, the coalition building, training and annual Learning Workshops will encourage the formation of regional alliances by not only bringing together the various local partners, but also through the creation of a *My Island – My Community* community that will:

- Celebrate regional successes and share best practices;
- Actively engage in peer-to-peer learning and other capacity development activities;
- Develop and implement regional activities;
- Undertake regional program and policy initiatives;
- Ensure access to timely and relevant information through its own knowledge-sharing website and programmatic communications (newsletter, monthly updates, etc.).

ECOSYSTEM GOODS, SERVICES AND LIVELIHOODS

ECOSYSTEM GOODS AND SERVICES PROVIDED	0	1	2	3	4
Carbon sequestration (1)					
Storm barriers, flood control and protection against sea level rise (2)			X		
Freshwater security (2)			X		
Food security (2)				X	
Regulating spread of diseases (2)					
Cultural and spiritual access (2)					X
Income generation from tourism (3)			X		
Income generation from sustainable resource harvesting (3)			X		
<i>The National Campaigns are expected to articulate specific national ecosystem goods and services objectives.</i>				X	

SECTION III: ADDITIONAL PROJECT INFORMATION

IMPLEMENTATION OF THE CBD PROGRAMME OF WORK ON PROTECTED AREAS

[ELEMENT 1: STRENGTHENING PROTECTED AREA SYSTEM AND SITES \(click for more information\)](#)

1.1	National protected area network design and completion	
1.2	Protected area connectivity and integration	X
1.3	Regional (transboundary) protected area network design & completion	
1.4	Management planning	
1.5	Threat abatement Regional	X

[ELEMENT 2: GOVERNANCE, PARTICIPATION, EQUITY AND BENEFIT SHARING \(click for more information\)](#)

2.1	Equity and benefit sharing	
2.2	Involvement of indigenous and local communities	X

[ELEMENT 3: ENABLING ACTIVITIES \(click for more information\)](#)

3.1	Protected area policy improvement and integration	X
3.2, 3.3	Professional capacity development	X
3.4	Sustainable financing	
3.5	Public awareness	X

[ELEMENT 4: STANDARDS, ASSESSMENT AND MONITORING \(click for more information\)](#)

4.1, 4.2	Management Effectiveness assessment and adaptive management	
4.3, 4.4	Monitoring and research	

Goal 2.2: "Involvement of indigenous and local communities"

The power of storytelling has shaped cultures and captivated people around the globe for centuries. Powerful stories in song, drama and poetry impact our knowledge, attitudes and behaviours, and remind us of our identity, our responsibility to help others, and our need to protect the world in which we live.

In the late 1990's, the island of Saint Lucia tuned in to the radio drama *Apwe Plezi*, a local production promoting family planning that broadcast for three years.

The success of *Apwe Plezi* led the neighbouring islands of St. Vincent, Grenada, Dominica and Antigua to request a similar program. This request was honoured, and saw the production and broadcast of 104 episodes of *Coconut Bay* in 2000. This island-based drama, produced on the island of Grenada, was one of the top-rated programs in the OECS region. These programs addressed a variety of social issues and biodiversity conservation in the Eastern Caribbean. Throughout the last 25 years, Media Impact programs have demonstrated the power of radio dramas as critical elements in engaging the public in social change strategies. Dramas are effective because:

- Dramas provide positive role models that encourage audiences to take action;
- Through a fictional story, reality is represented in a less confrontational manner;
- Dramas appeal to emotions thus facilitating learning;
- Dramas allow for complex and integrated messages that encompass health, environment, social pressures, and other dimensions of real life;
- Dramas, which benefit from extensive formative, process and summary research, provoke interpersonal communication; people will talk with their families and friends about the plot, facilitating knowledge exchange;
- Dramas help establish social norms; and,
- Dramas reinforce self and collective-efficacy, the belief that people have the capacity to change their own lives.

This regional drama will foreground the issue of protected areas. It will raise awareness in most of the Eastern Caribbean region about the importance of protected areas and provide guidance on how residents can support conservation issues both inside and outside the region's protected areas. The radio drama and national campaigns will encourage deeper engagement in the governance of protected areas, including co-management and creation of “community conserved areas.”

Radio dramas are an effective way to engage the audience because they appeal to listeners on a visceral level. While listening to a serial drama, the audience is allowed time to form bonds with characters whose thinking and behaviour regarding various environmental and climate change issues positively and gradually evolves during the course of the storyline. Audience members forge emotional ties to Entertainment Education program characters, and these ties influence values and behaviours more forcefully than the purely cognitive information provided in documentaries. Next to peer and parental role models, role models from mass media are of particular importance in shaping cultural attitudes and behaviour.

NATIONAL PLANNING

This public awareness, capacity development and behaviour change initiative directly supports the Caribbean Challenge, the Global Work Program of Work on Protected Areas and the Global Island Partnership (GLISPA). *My Island – My Community* has been designed as a direct complement to the OECS LifeWeb initiative driven by OECS, The Nature Conservancy and others to ensure full fortification of protected areas in the Eastern Caribbean. *My Island – My Community* will act in synergy with this program as the public awareness and behaviour change component. The OECS Secretariat has asked Media Impact, The Nature Conservancy, GEF SGP, GLISPA and other partners to help in developing *My Island – My Community* to assist with achieving the goals and objectives of the OPAAL project. OPAAL (OECS Protected Areas and Livelihoods project) provides a development plan to conserve the globally important biodiversity in participating OECS countries by removing barriers to the effective management of protected areas. Each of the 9 national coalitions will be designing Community Action Campaigns that explicitly support and building on National Biodiversity Action Plans, national planning processes, protection and conservation efforts.

ATTACHMENTS

1. My Island – My Community (Full Program Description)