

ANNEX 1: CLIMATE CHANGE IN THE EASTERN CARIBBEAN

Protected areas are an essential part of the global response to climate change because they help to address the 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. Additional indirect impacts from the need for boats, fuel, nets, etc. is estimated at US\$0.1 – 0.2 million, resulting in a total economic impact of approximately US\$0.5–0.8 million per year in St. Lucia. This number neither includes mangrove and sea grass habitats nor the other eight countries included in this proposal.

Studies on Ecosystem Services Valuation for PAs are currently underway in Grenada and St. Vincent and the Grenadines, funded by GEF Small Islands EAG and being implemented by UNDP, these will be completed in 2010.

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 a 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 behaviors of the majority of constituents.

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.

In December 2008, during the 12th Meeting of the Ministers of the Environment, the OECS received a mandate to “co-ordinate a comprehensive public awareness and sensitization program on impacts and consequences of Climate Change on Member

The Secretariat of the Organization of Eastern Caribbean States (OECS), comprised of representation from Anguilla, Antigua and Barbuda, British Virgin Islands (BVI), Dominica, Grenada, Montserrat, St. Kitts and Nevis, Saint Lucia, and St. Vincent and the Grenadines, 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 behavior change strategy for the Eastern Caribbean to positively affect knowledge, attitudes and behaviors with regard to climate change, biodiversity conservation and sustainable island management. Through the radio drama, new appreciation for the effects of climate change will encourage constituents to embrace adaptive measures such as the rehabilitation and conservation of natural sea defenses like mangroves and coral reefs as well as projects designed to build resilience against hurricanes.

ANNEX 2: HISTORY OF SOAP IN THE CARIBBEAN

The power of story-telling has shaped cultures and captivated people around the globe for centuries. Powerful stories in song, drama and poetry impact our knowledge, attitudes and behaviors, 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. **Media Impact** and Rare coordinated this initiative that resulted in increases in knowledge, attitudes and behavior, for example:

- Radio drama listeners were more likely to trust family planning workers (83%), non-listeners (72%).
- The proportion of respondents who considered it acceptable for husbands to have sex partners outside their marriage declined by 13%, from 27% in the pretest to 14% in the posttest surveys.

The success of *Apwe Plezi* led the neighboring islands of St. Vincent, Grenada, Dominica and Antigua to request a similar program. This request was honored, 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, **Media Impact** programs have repeatedly demonstrated the power of radio dramas as critical elements in the social change strategies. Dramas are effective in encouraging these changes 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-efficacy, the belief that people have the capacity to change their own lives.

While listening to a serial drama, the audience is allowed time to form bonds with characters whose thinking and behavior 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 behaviors 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 behavior.

ANNEX 3: PROGRAM PHASES

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.

My Community directly supports Goal 3.5 of the Convention on Biological Diversity Program of Work on Protected Areas: *To strengthen communication, education and public awareness.*

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. Annex 2 includes a list of current TAC members, including representatives of BirdLife, Durrell, GEF Small Grants Program, Media Impact, OECS Secretariat, SeaWeb and TNC. Further members are actively being identified. The TAC will help ensure that the content of the drama accurately represents the results of all scientific work being conducted in the field.

The TAC will meet (sometimes virtually) throughout the life of the project to:

1. Support formative research;
2. Provide coalitions and writing teams with factual data regarding existing conditions and services so they can accurately reflect them in epilogues and campaign activities;
3. Advise on the content of the public awareness campaign, such as scripts for the radio episodes, to ensure that they remain technically correct and in line with the project’s objectives;
4. Help ensure that demand for services generated by the programs can be met by the available services and infrastructure; and,
5. Provide in-kind support to the country campaigns, such as participation in national call-in shows.

Formative research commenced in late 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 2 week regional capacity building workshop (April 26 – May 7, 2010) for national partners (2 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 facing 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. Further, training will be provided in how to run complementary radio magazine shows and support community action campaigns.

My Community will catalyze change not merely by supplying the target audience with information, but by providing a forum to spark individual and community action.

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

My Island – My Community will produce 208 episodes for a two year regional radio serial drama. Each serial drama will last approximately 15-minutes and 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 call in 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 behavior change throughout the Eastern Caribbean with regard to biodiversity conservation and sustainable management.

Formative research will help shape the program contents and emphases. Four pilot episodes will be developed, pretested, and revised based on the findings from additional research and on-going audience monitoring. Once these adjustments to the pilot episodes are completed, production of the remaining 208 episodes will commence. Broadcasting will begin once two months of programming has been recorded and edited, and marketing efforts fully initiated. First episodes will go on the air in August 2010.

To ensure August broadcasting, script writing will commence in May 2010. It will be prepared with regional and community input and be produced in local dialect by a regional creative team. The show aims at a wide audience and will relate to listeners by using characters that represent – and are often based on – actual community members from various age groups and segments of the society.

The production team and local partners will receive ongoing guidance and technical assistance while they are producing and broadcasting the radio drama series. During the production period, the team will prepare scripts using EE methodology, cast and select role models/characters, validate the pilot episodes with members of the target audience, and make necessary adjustments to the show's format.

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. The Technical Advisory Committee will also actively look for concerts, music and film festivals, and other venues where both the radio dramas and the music created can be show cased.

Call-in Shows (Radio Magazines) - Local coalitions will be trained to design and produce "Radio Magazines" call-in shows. 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. The TAC will make itself available for participation

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 emphasize creating strategic partnerships to support actions in support of CBA. Activities might include events, written materials, speaker-series, school visits, etc. Small seed grants of approximately US\$5K/island 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. Coalitions will be informed of ways to access funding and partnerships to support implementation of CBA.

Music, Television and Peer-to-Peer Learning Exchanges –

Once the key elements of the communications framework are identified, the ***My Island – My Community*** partners will initiate program activities to integrate climate change issues into various media. This will include a sophisticated web presence, a regional peer-to-peer learning program and efforts to ensure that climate change issues are build into relevant music and television efforts in the Eastern Caribbean.

Phase 4: Learning, Monitoring, Evaluation and Strategic Planning (On-going)- 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 behaviors. 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 (On-going)- 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.).

My Island – My Community participants will be invited to join Media Impact's international network of communication professionals using creative media for social change. This network is a partner-driven knowledge-sharing and peer-to-peer learning platform that provides resources and hosts discussions on how to strengthen and unify the communication for change field.

ANNEX 4: KEY PARTNER ORGANIZATIONS

The **Organisation of Eastern Caribbean States (OECS)** was founded on 18 June 1981, with the Treaty of Basseterre, which was named after the city of the same name, the capital city of St. Kitts and Nevis. The OECS is the driving force behind ***My Island – My Community***. The OECS is an inter-governmental organization dedicated to economic harmonization and integration, protection of human and legal rights, and the encouragement of good governance between countries and dependencies in the Eastern Caribbean. The OECS includes nine countries spread across the Eastern Caribbean. Together, they form a near-continuous archipelago across the Leeward Islands and Windward Islands. The member states are; Anguilla, Antigua and Barbuda, British Virgin Islands, Dominica, Grenada, Montserrat, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines. The functions of the Organization are set out in the Treaty of Basseterre and are coordinated by the Secretariat under the direction and management of the Director General. It is the purpose of the Organization to assist its Members to respond to these multi-faceted challenges by identifying scope for joint or coordinated action towards the economic and social advancement of their countries

Media Impact is an independent, non-profit organization founded in 1985 that is dedicated to the rights and empowerment of women, youth, and indigenous peoples; the promotion of education and health, including reproductive health and informed choice; sensitivity to national and local cultures; and the principles put forth in broadly accepted United Nations covenants and resolutions. Media Impact's programs assist local media groups to produce, air, and sustain programs with advocacy and human rights messages, and facilitate the dissemination of programs as widely as possible, especially to the underserved.

Leading the Media Impact team on this project will be Alleyne Regis.

Alleyne Victor Regis was born and raised on the Eastern Caribbean island of Saint Lucia. He devoted 14 years of his professional life to working with the US-based non-profit group Rare, Alleyne [with training from Populations Communications International] spearheaded efforts in assisting the island of Saint Lucia develop, broadcast and evaluate the impact of more than 400 episodes of a "entertainment-education" based radio drama program entitled "*Apwe Plezi*" which ran on local radio for more than three years and addressed issues like HIV/AIDS, spousal abuse, teenage pregnancy and drug abuse. Rare [again spearheaded by Alleyne] together with PCI went on to guide the islands of Grenada, Saint Vincent, Antigua and Dominica in the Eastern Caribbean produce and broadcast a series titled "*Coconut Bay*". Alleyne's latest series is titled "*Changing Tides*" with more than 380 episodes so far being aired on the islands of Palau, Kosrae, Chuuk, Pohnpei, Yap and the Marshall islands in the Western Pacific. In 2004 "*Changing Tides*" won the Global Media Award. Alleyne is very proud of the fact that he and Rare were able to design and market through "*Apwe Plezi*", their own condom brand on Saint Lucia. In 2005-2006 Alleyne attended the University of Kent's MA in Drama as Research.

The Nature Conservancy (The Conservancy) is a U.S. based NGO established in 1951. The Conservancy is the leading conservation organization working around the world to protect ecologically important lands and waters for nature and people. The Conservancy's work in the Insular Caribbean dates back to 1975. The Conservancy began implementing marine biodiversity conservation projects in the Eastern Caribbean in 2002 with the launch of a \$2.1 million dollar USAID-funded Parks in Peril project which focused on establishment and management of marine protected areas in Grenada and St. Vincent and the Grenadines. During the past four years, TNC has increasingly moved from a site-scale focus to higher leverage partnerships based on the Program of Work for Protected Areas (PoWPA) under the Convention for Biological Diversity (CBD) to which nearly all Caribbean countries are party.

The Conservancy helped launch and is supporting the Caribbean Challenge. This is a regional initiative by which countries commit to effectively protecting 20% of their nearshore and shelf habitat by 2020 and establishing conservation trust funds that will provide sustainable financing to the countries' national protected areas systems. The Challenge will help participating nations make significant progress on their commitments under the CBD Program of Work on Protected Areas. Currently the Conservancy is working with five OECS countries to finalize a \$20 million project with the Global Environmental Facility (GEF), The Conservancy, the German development bank KfW, and the World Bank to establish protected area trusts in each country, and expand effective management of marine protected areas. The Conservancy also has a regional project funded by USAID Biodiversity Threat Abatement - this project has a focused education and outreach campaign.

Global Environment Facility's Small Grants Programme (GEF SGP)- The GEF SGP was established in 1992 after the Earth Summit. It is currently present in 122 countries and has funded over 11,000 projects. The program aims to deliver global environmental benefits in the GEF Focal Areas of biodiversity conservation, climate change mitigation and adaptation, protection of

international waters, prevention of land degradation (primarily desertification and deforestation) , and elimination of persistent organic pollutants through community-based approaches. The primary objectives of the GEF SGP is to achieve environmental sustainability, alleviate or reduce poverty, and build capacity among the marginalized of society. GEF SGP offers grants to eligible Community Based Organisations and Non-Governmental Organisations in the aforementioned focal areas. Grants are at two levels, Project Preparatory Grants of up to US\$5,000 and Full Grants for project implementation to a maximum of US\$50,000. GEF SGP funds are also used to leverage additional funds for projects. (<http://sgp.undp.org> or <http://sgp.boecs.org>)

Global Island Partnership (GLISPA) - The Global Island Partnership (GLISPA) assists islands in addressing one of the world's greatest challenges: to conserve and sustainably utilize the invaluable island natural resources that support people, cultures, and livelihoods in their island homes around the world. It brings together island nations and nations with islands — small and large, developing and developed — to mobilize leadership, increase resources and share skills, knowledge, technologies and innovations in a cost-effective and sustainable way that will catalyze action for conservation and sustainable livelihoods on islands. It is recognized by the Convention on Biological Diversity (CBD) as a partnership to advance the implementation of the CBD 2010 biodiversity target, to reduce the rate of biodiversity loss, and the programmes of work on island biodiversity and protected areas.

Since it was first called for in Mauritius (January 2005) and launched at the eighth meeting of the Conference of the Parties to the CBD in Brazil (March 2006), GLISPA has grown rapidly as an informal network advancing island conservation and sustainable livelihoods, with seven major strategies:

- Inspire and recognise leadership and commitments to action for island conservation and sustainable livelihoods;
- Strengthen partnerships to support implementation of commitments and to build local long-term conservation capacity;
- Facilitate increased public and private funding for island priorities;
- Promote targeted and cost-effective collaboration and exchanges among islands;
- Engage in effective communication strategies on island issues;
- Build linkages between all islands, regardless of political status;
- Track progress on GLISPA commitments.

BirdLife International - Birds are beautiful, inspirational and international. Birds are excellent flagships and vital environmental indicators. By focusing on birds, and the sites and habitats on which they depend, the BirdLife Partnership is working to improve the quality of life for birds, for other wildlife (biodiversity), and for people. BirdLife's aims are to:

- prevent the extinction of any bird species
- maintain and where possible improve the conservation status of all bird species
- conserve and where appropriate improve and enlarge sites and habitats important for birds
- help, through birds, to conserve biodiversity and to improve the quality of people's lives
- integrate bird conservation into sustaining people's livelihoods.

Durrell Wildlife Conservation Trust's mission is to save species from extinction, and that is what the organization has been doing for fifty years. Durrell have active conservation programs worldwide. In the Eastern Caribbean, Durrell currently have active programs on Saint Lucia, Antigua & Barbuda and Montserrat, with a focus on endangered small-island endemic species. Durrell's Eastern Caribbean Manager is based in Saint Lucia.

SeaWeb, founded in 1996 to raise awareness of the growing threats to the ocean and its living resources, is a communications-based, international nonprofit organization that utilizes social marketing techniques to advance ocean conservation. By increasing public awareness, advancing science-based solutions and mobilizing decision makers around ocean conservation, SeaWeb has brought together multiple, diverse and powerful voices for a healthy ocean.

The Convention on Biological Diversity (CBD) was signed at the Earth Summit in Rio de Janeiro, Brazil, in 1992 and entered into force on 29 December 1993. It is the first global agreement to cover all aspects of biological diversity; the conservation of biological diversity, the sustainable use of its components and the fair and equitable sharing of benefits arising from the use of genetic resources. The Secretariat of the Convention on Biological Diversity (SCBD), based in Montreal, Canada, was established to organize meetings, prepare reports, assist member governments in the implementation of the various programmes of work, coordinate with other international organizations and collect and disseminate information.

The Society for the Conservation and Study of Caribbean Birds (SCSCB) is a nonprofit membership organization working to conserve the birds of the Caribbean and their habitats through research, education, conservation action and capacity building. Founded in 1988, SCSCB is the largest single bird conservation organization in the Greater Caribbean region, including Bermuda, the Bahamas and all islands within the Caribbean basin.

The overarching goal of the SCSCB is to increase the capacity of Caribbean ornithologists, resource managers, conservation organizations, institutions, and local citizens to conserve the birds of the Caribbean and their habitats. We aim to achieve this by 1) developing regional conservation projects, activities, and materials that facilitate local research, management, conservation, education and outreach, and 2) Building networks and partnerships with local, national and international organizations and institutions that share our bird conservation goals.

The Society holds a week-long biennial meeting, has a number of active Working Groups and publishes The Journal of Caribbean Ornithology and two bi-annual newsletters. With assistance from the US Fish and Wildlife Service, SCSCB also sponsors the publication of local bird field guides. The society works to raise public awareness, knowledge and appreciation of the value of the region's many endemic bird species and their habitats through two flagship programs: the Caribbean Endemic Bird Festival (CEBF) and the West Indian Whistling-Duck (WIWD) and Wetlands Conservation Project. SCSCB also raises awareness about migratory birds through celebration of International Migratory Bird Day. To learn more, visit www.scscb.org.

ANNEX 5: TECHNICAL ADVISORY COMMITTEE

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