



FEDERATED STATES OF

MICRONESIA

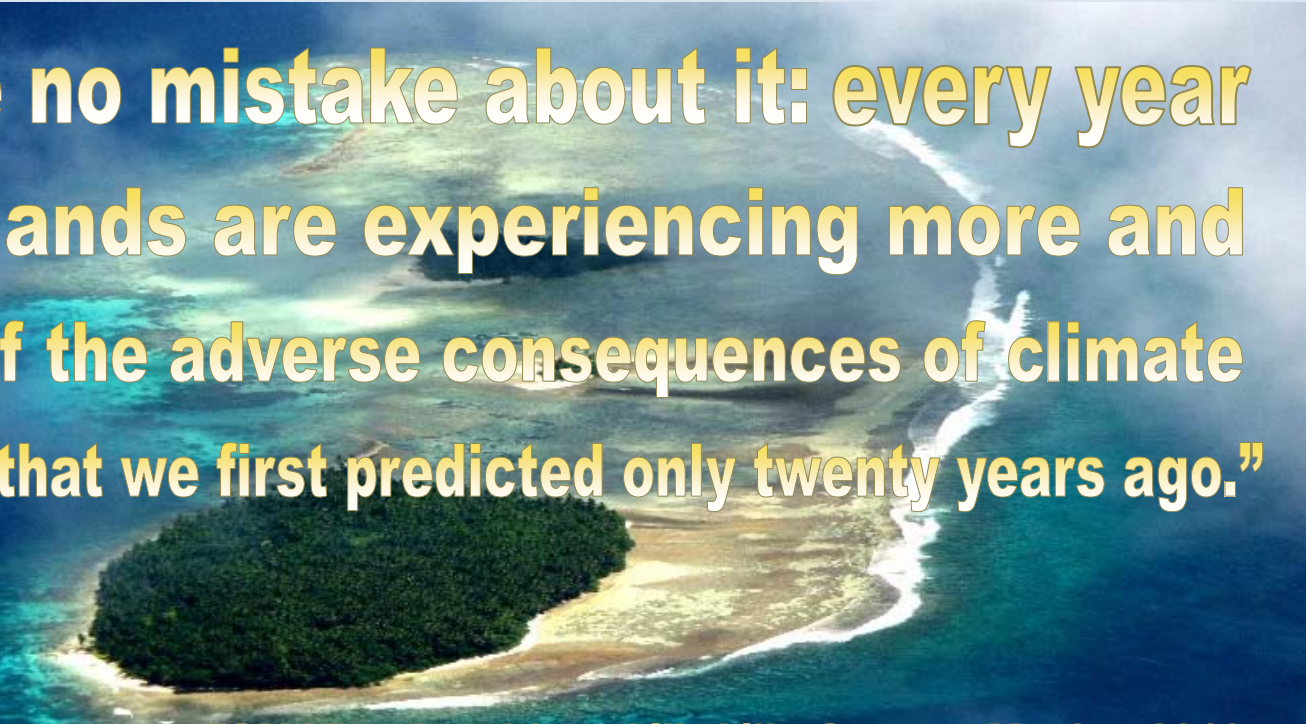


NATIONAL COMMUNICATION STRATEGY

PACIFIC ADAPTATION TO CLIMATE CHANGE PROJECT



“Make no mistake about it: every year my islands are experiencing more and more of the adverse consequences of climate change that we first predicted only twenty years ago.”





The Pacific Adaptation to Climate Change Project is implemented by the United Nations Development Programme in partnership with the Secretariat of the Regional Environment Programme, and funded by the Global Environment Facility and the Australian Agency for International Development with support from the United Nations Institute for Training and Research (UNITAR) Climate Change Capacity Development (C3D+) Programme.
It is nationally implemented by the Kosrae Island Resource Management.



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2011



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“Islands are sentinels of what is to come, as what happens to islands will eventually befall the rest of the world.”

--- Dr. Margie Falanruw, Yap



1. Introduction to the Strategy

CLIMATE CHANGE is perhaps the most serious threat facing the people and ecologies of Micronesia, now and in the future. Various recent policy level documents in FSM highlight this fact, most notably, the Nationwide Climate Change Policy (NCCP, 2009), the National Energy Policy and State Action Plans (NEP, 2010), and the National Action Plan to Combat Land Degradation (NAP, 2011). These are but a few of the national and state-level plans and policies that FSM is attempting to implement in the face of what are mounting threats.

Climate change poses major adverse environmental, social, cultural, and economic repercussions. All the islands of the FSM are vulnerable to the threat posed by these repercussions. Throughout the nation, the coastal areas are typically the most heavily developed, providing homes, infrastructure, and economic opportunities for the majority of the population. On high islands, options for abandoning coastal areas affected by inundation or flooding and moving landward are quite limited due to steep slopes and complex land tenure issues. On atolls, saltwater intrusion is destroying taro and other crops, and damaging groundwater supplies even before potential large-scale inundation necessitates the migration of islet inhabitants. And, across the FSM, major historical and cultural sites located along shorelines could be lost forever.

This strategy therefore aims to give direction to how FSM PACC should communicate at national, regional and international level as one of the means to achieve, as the NCCP states, a *“global agreement on stabilization of greenhouse gases (GHGs) and non-GHG warmers...with a view to ultimately see the planet return to its preindustrial conditions.”* It outlines:

- *why should PACC FSM have a communication strategy*
- *what do we want people to know*
- *who should we communicate it to*
- *how do we communicate our message*
- *where and when do we communicate*

More specifically, the strategy aims to streamline communication within the FSM and have a coordinated approach to developing messages that should be going out to not only local communities (those directly affected) but also the international community on what PACC is doing to enhance resilience to climate change. Ultimately, the strategy should also progressively reflect on FSM as a case study for adaptation, and to show *why* and demonstrate *how* reducing climate-related risks is an integral part of sustainable development.

2. Background

Overwhelming scientific evidence continues to mount, relentlessly and ominously: the decade just ended was the warmest since systematic record-keeping began in 1880; the year just ended (2010) was tied (with 2005) for warmest on record, and it was the wettest. The vast energies released by moister air and warmer oceans are driving weather to extremes. It is clear that the need for adaptation to climate change has become increasingly urgent in the FSM. Current and long-term climate changes, including the increasing frequency and severity of extreme events such as high rainfall, droughts, tropical storms, super typhoons, and storm surges are affecting the lives and livelihoods of people in the FSM, and throughout



the Pacific. Coupled with non-climate drivers, such as inappropriate land use, overexploitation of resources, increasing urbanization and population increase, development in the region is increasingly undermined. For the low lying atolls, the likely economic disruption and loss of infrastructure from climate change pressures could be catastrophic, even to the extent of requiring population relocation to other islands or adding numbers to the already growing out-migration of people, with the subsequent social, economic and cultural disruption having unknown proportions.

Adaptation to climate change and variability (CCV) is ultimately an issue of sustainable development. The PACC project in FSM is designed to promote climate change adaptation as a key pre-requisite to sustainable development, particularly as it relates to coastal zone management (and development). The PACC project objective therefore is to enhance the capacity of the FSM governments and communities to adapt to climate change, including climate variability, in the selected key development sectors of health and the environment, and particularly as it relates to strengthening the infrastructures in the context of current and future extreme events (variability) impacts due to climate change, policies and communities.

The project focuses on supporting capacity building and mainstreaming climate change adaptation at the national level [primarily through the FSM Strategic Development Plan (SDP)]; providing tools and guidelines, supplemented by practical demonstration (Sapwohn community in Pohnpei, and Tafunsak section of circumferential road in Kosrae) of adaptation as both a process and on the ground activity; and through supporting local, national and regional approaches.

The overall goals of PACC Project in the FSM are:

- Strengthen human and institutional capacity in FSM governments to mainstream (assess, plan and respond to) climate change adaptation into government policies and plans, particularly as it relates to coastal zone management and infrastructure planning;
- Addressing the urgent need for adaptation measures through developing systematic guidelines for adaptation and demonstrating their use at a pilot scale in the coastal management and resource security sectors (food, water and biodiversity); and
- To demonstrate a risk-based approach to adaptation at three levels: national development planning, sector programs, and project activities.

FSM PACC will achieve these goals through the following strategies:

- Implementing specific measures to address anticipated climate change risk for priority development areas in coastal areas through policy interventions and capacity support;
- Building awareness and acceptance of the risks of climate change and the necessary conditions for adaptation at the policy level;
- Developing mainstreaming methodologies to integrate key thematic issues (e.g. infrastructure, human health, and environment components) into the SDP and other subnational (state and municipal) development plans; and,



- Increasing the adaptive capacity of human and biophysical systems through measures designed to reduce the adverse effects of climate change on key coastal areas.

Communicating the PACC project results and lessons learnt to a wider audience at the regional and international level is critical and part of the overall project design.

3. Audiences

The FSM PACC project will have a wide range of audiences, which may be grouped as funders of the project and those who have an interest in its success (international); those who stand to benefit directly from the project impacts (pilot site and national/state level); and those who merely have a passing interest in the project but may not have direct involvement (e.g. the general public).

The communications strategy should not aim to target all the audiences. It is important to determine which groups will be most influential in helping to achieve the objectives and overall goal. The national assessments should be designed to help identify these target groups. Once the audiences are identified, the strategy should try and address each group separately.

Some audience groups for consideration are outlined here:

International

- Foreign Governments and Policy Makers;
- Primary FSM Development Partners (US, Japan, China, Australia, EU, etc.)
- Global Environment Facility and Other International Development Partners (e.g. UNDP, AusAID)
- International Media (television, Internet/Web, newspapers, magazines, etc.)

Regional

- CROP agencies (SPC, SPREP, SOPAC, etc.)
- Micronesia Chief Executives Summit (MCES)
- Other PACC Coordinators (and other employees of the PACC project)
- Heads of Environment Departments
- Other Government Agencies
- Regional Media
- Non-PACC Countries
- Civil Society groups (e.g. Micronesia Conservation Trust) etc.

National

- Executive and Legislative Branches of Government (e.g. Policy Makers)
- FSM Office of Environment and Emergency Management (OEEM)
- FSM Infrastructure Program Management Unit (PMU)
- FSM National Chamber of Commerce
- College of Micronesia FSM
- Micronesia Conservation Trust (NGO)



- National Media (Kaselehlie Press, Micronesia Seminar, FSM Telecom, etc.)
- Non-Climate Change Environment Officers (e.g. Biodiversity, Waste/Pollution Prevention, Marine, Water Policy, Energy, etc.)

State

- Offices of the Governor and the State Legislatures
- Community groups participating in (and benefiting from) the project
- Businesses and Private Sector (e.g. Chamber of Commerce)
- Primary and Secondary school students
- Conservation NGOs (e.g. KCSO, YELA, KWA, others throughout FSM)
- Churches/Church Leaders
- Local Media (public radio station, local cable channel, newsletters, etc.)

4. Messages

Potential key messages are outlined below into three components: Project Promotion and Visibility, The Need to Learn to Adapt, and How to Adapt to Climate Change.

Project Promotion and Visibility

- The PACC project is the first adaptation project to be implemented in the country. This PACC project is a pilot project for the FSM and it will be important to successfully implement the project for further replication throughout FSM;
- At the core of climate change is people. People's lives and livelihoods will ultimately be impacted by the pressures created by climate change;

The Need to Learn to Adapt

- Adapting to climate change is a matter of sustainability – economy, social and environmental wise;
- The ability to successfully adapt also hinges on sustainable use of resources and a strong environmental ethic by the communities and the state in order to minimize risks from climate change. In other words, conservation practices and climate change adaptation go hand-in-hand;
- Climate change is putting additional pressure on communities and exacerbating already present hardship issues;
- The sustainable development goals of FSM hinges on the level of engagement and understanding of the people in the critical issue of climate change and the ability to work collaboratively to achieve an acceptable level of adaptation;

How to Adapt

- Adaptation to climate change will be manageable and cost effective when shared and carried out in a collaborative way between donors and communities that are affected;



- Donors and development partners are an integral part of this entire program and also have a stake in the successful achievement of the goals of the project;
- Donors to work together with other funding mechanisms and projects related to the PACC Project; this can be facilitated for the Kosrae State Government, the FSM National Government and the PACC Project Coordinator and staff;
- Cost effective and culturally appropriate technologies to enhance communities' resilience to climate-related risks;
- Mainstreaming climate change should not mean transferring full climate change adaptation costs to Pacific Island Governments;
- Empowering the local community to adapt through a participatory process that combines bottom-up and top-down approaches is a Pacific approach to adaptation;
- Adaptation to climate change is best dealt with by addressing current day vulnerabilities to climate effects;
- Climate change will impact on many different sectors of the FSM economy hence it needs to be treated as a major economic, social and environmental risk;
- Though the FSM emits negligible amounts of carbon and other forms of GHGs into the atmosphere, states and communities can and should move toward a more sustainable lifestyle through adoption of technologies and other local means (e.g. electric cars, renewable energy such as solar, wind and hydro, etc.)
- The FSM and the other Pacific PACC / adaptation related projects to be held up as examples for the rest of the world to replicate, particularly those areas and nations that have large populations and development in coastal areas; and,
- Ultimately, the major industrialized and industrializing nations who emit the most GHGs – with the US and China at the forefront – need to seriously reduce emissions in order to achieve immediate and long term solutions to the climate change issue facing not only island nations such as the FSM, but the rest of the world.

5. Goal and Objectives

A guide for the overall communications work follows:

Goal

Increase awareness and understanding among all stakeholders of the climate change effects faced by Kosrae (and FSM) and provide information on the progress of the PACC Project in helping the Project Communities build capacity and resilience to the effects of climate change.

Objectives

The following objectives will be pursued to achieve the goal:



1. Raise the visibility of the PACC project and key supporting partners
2. Raise awareness of FSM PACC pilot project with key Gov., NGOs and CBOs in Kosrae
3. Increase understanding of the role of PACC in Kosrae and the FSM through education, etc
4. Integrate PACC with other climate-related programs and projects in FSM
5. Enhance collaboration and partnerships with key stakeholders in Kosrae
6. Raise interest of media in reporting on PACC-related issues (i.e. climate change issues)
7. Change attitudes/behavior toward use of resources and infrastructure planning (i.e. cutting of mangroves, placement of homes, building infrastructure) as it relates to climate change

Each of the objectives specific activities that will achieve the objectives outlined in the table below, along with a timeline and projected costs.

6. Partnerships

Key State and National partnerships will include:

- UNFPA Joint Presence Office
- SPC North Pacific Sub regional Office
- SPC/SOPAC Integrated Water Resource Management (IWRM) project
- Micronesia Conservation Trust (MCT)
- FSM Office of Environment and Emergency Management (OEEM)
- FSM Department of Resources and Development (DR&D)
- Kosrae Office of the Governor
- Kosrae Legislature
- Kosrae Council of Mayors
- Kosrae Visitors Bureau
- Kosrae Division of Planning
- Kosrae Department of Transportation and Infrastructure
- Kosrae Woman's Association
- Yela Environment Landowners Authority
- Kosrae Conservation and Safety Organization
- Kosrae Senior Citizen and Youth Group(s)

7. Monitoring and Evaluation

Implementation of the PACC CS should be monitored against the workplan/timeline identified in the table for **Section 5** above. Evaluating the progress and success of the PACC project should include the following:



1. Conduct a simple questionnaire at the community level and with other stakeholders (schools, NGOs, government agencies, etc.) as needed to gauge the level of awareness of the PACC project and its significance.
2. Conduct a simple questionnaire at the community level and with other stakeholders as needed to gauge the level of awareness and understanding of climate change and its significance and impacts on the lives of people.
3. Keep track of questions that are asked during radio interviews (s) on the PACC project as it progresses; questions may change during the implementation of the pilot project and the questions would likely reflect a greater awareness amongst the general public.
4. Keep track of emails and other communications (phone calls, letters, agendas, etc.) that provide both a forum for awareness-raising, as well as feedback on the various CS activities.
5. School activities/competitions/questionnaires/etc. can test the level of awareness of students.
6. Community competitions (logos, posters, etc.) can both test and raise the level of awareness of target audiences on the PACC project.
7. Media Monitoring File to store all news items on PACC FSM from regional, national and/or international news (e.g. newspaper clippings, CD that contains the radio interview or television news items).
8. Other methods as identified during implementation.

8. Media Strategy

- A proper media contact list need to be developed both national and regional for dissemination of press releases (SPREP can provide support in terms of disseminating press release to the regional and international media)
- All new reports (assessment, technical, etc) released by PACC CI should have an accompanying press release stating why people need to be aware of the report, etc
- Press release accompanied with at least 2 images (specifically action photos) should be sent out for every significant project event organised e.g. school competition, community service day, etc to get media coverage and circulate it to contact list for further distribution. Avoid sending passive images with your press release i.e. group shots from meetings, banners, etc, send shots of people in the field acting out PACC activities, etc
- A photo gallery of high resolution images to be maintained (of PACC activities, communities doing adaptation work, pilot sites, etc).
- Setting up of talk back shows and short documentaries with the local radio and TV stations as stated in the Action Plan.
- Utilize local celebrities, respected ministers, local village leaders to get your message across through the media and to the people



9. Checklist on all Outgoing Communication Materials

Press Releases

- Be sure to state clearly the name of the donors and agencies at the end of the press release as follows:

“The Pacific Adaptation to Climate Change Project is implemented by the United Nations Development Programme in partnership with the Secretariat of the Pacific Regional Environment Programme. It is nationally executed by the Kosrae Island Resource Management Authority; funded by the Global Environment Facility and the Australian Agency for International Development with support from the United Nations Institute for Technical Research, Climate Change Capacity and Development.”

- Include your contact details at the bottom to allow the media to contact you for further information.
- Include at least two ‘action’ images to accompany the press release

Print, Audio & Video Materials

- E.g. posters, pamphlets, banners, newsletters, etc
- Ensure all relevant logos are included in the right colors, state and in high resolution i.e. PACC logo, Cook Is National Seal, UNDP, SPREP, GEF, AusAID and the text “With support from UNITAR C3D+”
- ‘For further information’ details are included i.e. your title and contact details and the web address

10. Proposed Activities, Products and Success Indicators for 2011 – 2013:

ACTION PLAN MATRIX

Objective of your project	Desired Comm. Outcome	Target Audience	Key Message(s)	Comm. Channels	Comm. activities, products	Resources & Partners	Success Indicators
<i>These are the goals of the project – not of the comm. strategy</i>	<i>What you want to achieve from the comm. you will do?</i>	<i>Clearly define to make sure you create messages accordingly:</i>	<i>What is it you want the audience to know / learn?</i>	<i>How does this audience get its information? Who has “influence” over them?</i>	<i>What tools or products do you need to deliver the message (through identified channels)?</i>	<i>Budget required Other partners who can assist</i>	<i>Quantifiable measurements agree to beforehand reflecting critical success factors of the project</i>
Outcome 1: MAINSTREAMING (To develop national or sector policies; integrate climate change into existing policies to assist the countries deliver immediate vulnerability)	Climate Change Policy to be understood at all levels for better coordination and resilience Enhance collaboration and partnerships with key stakeholders - less wasted resources and time - solicit support from stakeholders	Government Donors Private Sector NGO and CSO Schools Media Communities (i.e. Men, Women, Youth, Children) Private works or road contractors GEF UNDP AusAID SPREP Potential Donors	PACC can offer leveraging and/or co financing activities Messages to explain - What climate change is and what it means to adapt? - How it is impacting infrastructure and livelihood - What the roles are of the different players at national and community levels Listed message of Project Visibility & Need to adapt	Project Website Radio Talkshow Video/TV Forums	Briefing Papers Pamphlets Banners Presentation Promotional Materials Publication: Mainstreaming Guide	Media Other national projects NGO \$10,000	There is better coordination among all sector levels Support is gained from target audience to mainstream climate change into policies, regulations etc Better understanding of the role of PACC

<p>Component 2: DEMONSTRATION</p> <p>(To carry out adaptation interventions that would demonstrate measures to reduce their vulnerability in the selected development sector)</p>	<p>Build communities and national government knowledge on climate proofing coastal infrastructure as a model</p> <p>Gain support and ownership from pilot community members</p>	<p>Pilot Communities Private Sector Government Media Private works/ road contractors</p> <p>GEF UNDP SPREP AusAID Potential Donors</p>	<p>PACC can offer leveraging co financing activities</p> <p>Messages to include</p> <ul style="list-style-type: none"> - What climate change and what it means to adapt? - How it's affecting infrastructure and livelihood - What can communities do to adapt - Roles of different players at national and community levels <p>And listed messages of Project Visibility, Need to adapt & Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community, CC Day</p>	<p>Pamphlets Fact sheets Banner Poster Presentation Publication: Demonstration Guide</p>	<p>Media Other national projects NGO</p> <p>\$10,000</p>	<p>Audience support the improvement of coastal infrastructure to incorporate climate change projections.</p> <p>Community ownership exists in the carrying out of the project demonstration</p>
<p>Component 3: COMMUNICATIONS & KNOWLEDGE MANAGEMENT; CAPACITY TO PLAN FOR AND RESPOND TO CHANGES IN CLIMATE</p> <p>(Range from technical backstopping support to training, website development, communication work and capturing lessons learnt)</p>	<p>Improve awareness, sharing experiences, educate and empower communities to take ownership of CCA</p> <p>New knowledge generated by to be systematically disseminated / shared lessons learnt, best practices</p>	<p>GEF AusAID UNDP SPREP Potential Donors Non Gov Government Communities Schools Media Private works/roads contractors</p>	<p>PACC can offer leveraging co financing activities</p> <p>Messages to include</p> <ul style="list-style-type: none"> - what climate change and what it means to adapt? - How it's affecting infrastructure and livelihood - What can communities do to adapt - Roles of different players at national and community levels <p>And listed messages of Project Visibility, Need to adapt & Ways to adapt</p>	<p>TV Radio Newspaper Website Seminar Workshop Awareness Training Community CC Day</p>	<p>Project Website: fsmppacc.blogspot.com Newsletter School Forums Special Day Events: Pacific Environment Information Network (PEIN) Database</p>	<p>Media Other national projects NGO</p> <p>\$20,000</p>	<p>Audience are more aware of PACC and project gains more support and partnership</p> <p>There is community ownership of the project</p>

COMMUNICATION ACTIVITIES/PRODUCTS/TOOLS IN DETAILS

List OF COMM. ACTIVITIES	DETAILS	Timeframe
Promotional Products:	<ul style="list-style-type: none"> i. Tee Shirts: 200x ii. USB Wristbands: 200x iii. Calendar: 200x iv. Banners: 2x Illustrate in images PACC efforts and raise project visibility for meetings, etc 	Q4 2011
Information Materials:	<ul style="list-style-type: none"> i. Pamphlets: 500x quick and easy to read general information of PACC FSM ii. Posters: 100x iii. Briefing Papers/Gov Briefings: 1-2 page highlight the need to adapt and support PACC efforts backed up by scientific facts iv. Fact sheets: 200x to include facts from assessment findings i.e. CBA, SEA PACC, V&A etc v. Newsletter: 4x Quarterly 	Q4 2011 - Q3 2012
Awareness and Education:	<ul style="list-style-type: none"> i. Community Meetings / Workshops ii. Local Competitions iii. DVD screening iv. Comic Story v. School Book vi. Partner with KCSO and YELA school programs vii. Special Day Events 	Q1 2011 - Q1 2012
Media Strategy (and Awareness):	<ul style="list-style-type: none"> i. Radio and cable spots ii. Press Release iii. Newsletters iv. Update Website v. Success Stories 	Q2 2011 - Until end of project year
Knowledge Management:	<ul style="list-style-type: none"> i. Pacific Environment Information Network (PEIN) Database ii. SPREP PACC Website: www.sprep.org/pacc-home iii. PACC FSM Website: fmpacc.blogspot.com iv. Publications: Mainstreaming & Demonstration Guide v. DVD documentary 	Q4 2012 - Until end of project year