

COMMUNICATING TO SUPPORT LOCAL AREA MANAGEMENT

L. DEANE



Local Area Management Project (LAMP)



**Centre for Resource Management and Environmental Studies (CERMES)
University of the West Indies, Faculty of Pure and Applied Sciences
Cave Hill Campus, Barbados
2010**

EXECUTIVE SUMMARY

Background

The Nature Conservancy (TNC) received a grant from the United States Agency for International Development (USAID) to conduct the *Marine and Coastal Biodiversity Threat Abatement in the Eastern Caribbean* project. TNC has partnered with The University of the West Indies, Centre for Resource Management and Environmental Studies (CERMES), Marine Resource Governance in the Eastern Caribbean (MarGov) project. The partnership between TNC and CERMES MarGov project initiated this Local Area Management Project (LAMP) which concluded in September 2010. This report summarises the findings of communication research and activities related to the deliverable:

- Communication products and pathways for influencing policy makers and other key change agents on effective regional fisheries governance

The audiences for the report are primarily (a) the various sponsoring and partnering agencies, and (b) the citizen stakeholders who participated in the field research

Methods

The communication research methods included asking questions in informal and workshop settings, gaining reaction to various presentations, testing media relations through specific communications and generally making observations related to communication capacity, needs, attitudes and practices throughout the project. Special attention was paid to the role of various networks in communicating to support local area management.

Key learning

The final element of the communication research comprises the outcomes and learning generated through feedback from the various communication products and pathways. The following lessons learned are summarized in no particular order:

- The importance of gatekeepers should not be underestimated, especially if rapid penetration into existing social or organisational networks is necessary, often for purely practical reasons.
- It is necessary for products of a scientific nature to be presented in a manner which is appealing to the general public in both content and delivery, and to reach specifically targeted audiences.
- The use of scientific or technical jargon should be avoided because it makes the information difficult to understand, digest and, in the case of the media, difficult to impart to others.
- Better communication links need to be established between media workers and scientists, particularly as it relates to high level media officials who determine what news items are broadcast or print worthy.
- Greater levels of participation and interest from stakeholders are obtained when they are fully incorporated into the communication process.

- Communication products and the media tend to focus on adult audiences; however, adults tend to be set in their ways and resistant to change, therefore it may be best to also target younger persons who can still be educated and guided in the right direction.
- In an effort to communicate and educate younger audiences, teachers need to be targeted and trained through the use of workshops and symposiums so that they can in turn pass on the correct information to their students.
- The media has a key role in determining what issues are important; however the general audience also plays a critical role in determining which issues are important as well.
- Innovative and creative communication products must be utilized to effectively and efficiently communicate with target audiences instead of relying only on traditional media products.
- The clergy, service clubs and diverse NGOs play an important role in the lives of many persons in the general public and can be used to inform, educate and sway public opinion.
- The media see it as their responsibility to represent the interests of the general public and to educate and inform them of activities and developments which can or will affect them in any way or of events which are of particular interest, but media workers need assistance to do this.
- Both formal and informal communication must be improved to strengthen the linkage between policy-makers , researchers and the general public, and especially to promote marine science

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Citation

Deane, L. 2010. Communicating to support local area management. Local Area Management Project. CERMES Technical Report No. 37. 55pp.

This report was made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of its Cooperative Agreement Number 538-A-00-09-00100-00 (BIODIVERSITY THREAT ABATEMENT Program) implemented by prime recipient The Nature Conservancy and The University of the West Indies, Centre for Resource Management and Environmental Studies (CERMES). The contents and opinions expressed herein are the responsibility of the BIODIVERSITY THREAT ABATEMENT PROGRAM and do not necessarily reflect the views of USAID.

1 INTRODUCTION

1.1 BACKGROUND

The Nature Conservancy (TNC) received a grant from the United States Agency for International Development (USAID) to conduct the *Marine and Coastal Biodiversity Threat Abatement in the Eastern Caribbean* project. This project is intricately linked to moving the region towards achieving long-term protected area management goals and thus protecting the biodiversity contained within the protected areas systems of each country. TNC and USAID suggest that a comprehensive package to improve the management of marine resource biodiversity must include:

- improved capacity for managing the marine environment in use zones
- policies and regulations that support management of marine biodiversity
- economic development, benefit sharing and involvement of primary users
- educational outreach to involve the public, business interests and policy decision makers

TNC works both at a site scale and on high 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. TNC's primary strategy in the insular Caribbean is to help countries meet and exceed their commitments to the CBD PoWPA to establish an effectively managed network of marine protected areas (MPAs). This includes attention to marine resource governance.

To assist with the latter, TNC has partnered with The University of the West Indies, Centre for Resource Management and Environmental Studies (CERMES), Marine Resource Governance in the Eastern Caribbean (MarGov) project. The goal and objectives of this project, grant funded primarily by the International Development Research Centre (IDRC) of Canada, are:

Goal: To understand marine resource governance related to small-scale fisheries and coastal management in the eastern Caribbean using complex adaptive system (CAS) and social-ecological system (SES) concepts.

Objectives:

- To construct a conceptual framework for applied research on marine resources governance in the Caribbean using CAS and SES perspectives.
- Investigate governance in the context of small scale fisheries in the eastern Caribbean primarily using cross-scale network analyses with emphasis on features that enhance resilience and adaptation.
- Increase the capacities of partners to undertake their own research and use the results by involving them in the participatory applied research.
- Facilitate through outreach and information, the incorporation of the research results into initiatives related to marine resource governance for fisheries.
- Establish applied research into marine resource governance as a new demand-driven programme

The partnership between TNC and CERMES MarGov project initiated the Local Area Management Project (LAMP) as announced early in 2010 (see appendix 1) and concluded in September 2010.

1.2 ABOUT THIS REPORT

As shown in the first appendix, LAMP has governance and communication as its main components. The Commonwealth of Dominica and Grenada are the two country study areas. This report summarises the communication activities and research in Dominica and Grenada. This work contributed mainly towards meeting the project deliverable:

- Communication products and pathways for influencing policy makers and other key change agents on effective regional fisheries governance

The following section refers to the LAMP communication strategy and plan. Remaining sections summarise the main communications research and events. The final sections discuss lessons learned and offer recommendations. References and appendices are at the end of the report. The companion reports to this describe the Grenada and Dominica studies and synthesise findings.

2 METHODS

Considerable attention was paid to communication in all aspects of LAMP. This included research, communication to the public or particular stakeholders about the project, and communication among people, groups and organisations related to LAMP. In many cases communication was closely associated with participation events and practices. The lessons learned serve both this study and an ongoing MarGov investigation focused on governance and policy influence sub-regionally.

Communication investigations and interventions were guided by a LAMP communications strategy and plan that evolved, or adapted, as the project proceeded. This is summarised in appendix 2. The two country reports also contain aspects of communication undertaken mainly as part of the research at the specific sites. The next sections highlight some activities that illustrate different aspects of the strategy and the mix of methods employed in the project. The events are both described and discussed, with some threads of thinking being pulled together in the end as lessons.

3 INTRODUCTIONS, INCEPTION AND SITUATION SCOPING

Initial communication with the Fisheries Divisions and other key stakeholders (see appendix 2) was mainly informal through existing networks of contacts once the formal announcement and letter of introduction had been lodged with the fisheries authority “for the record”. There was considerable in-kind support for the arrangement of initial meetings and site scoping. Without such informal exchanges little would have been accomplished. This was also instrumental in reaching out to the “right” people, or key stakeholders as distinct from merely interested parties, for various purposes.

The LAMP team used these interactions to share messages on what the project was about. The scarcity of documented information made face-to-face interaction especially important in determining prevailing attitudes towards local marine area management.

However, phone and email were used to a lesser extent. These methods relate to the cost of communication which can be quite high in the initial stages unless extensive local networks are available to facilitate exchanges.

4 SHARING FINDINGS WITH NATIONAL MPA COMMITTEE

In Grenada the National MPA Committee serves as the policy interface for influencing the implementation of local area management within the context of their co-management initiative. As explained in the Grenada report, the situation is one in which the MPAs differ in their suitability for local involvement and provide a range of opportunities for testing the feasibility of introducing an element of informal or formal management authority in the area of the MPA. In order to gauge the reaction to the formal concept of the local area management authority (LAMA) the LAMP team met with members of the national MPA committee to share information gathered from Dominica and discuss options for Grenada. This communication event took place on 23 June 2010 at the Fisheries Division. Appendix 3 shows the slides used and persons who attended. The sections below describe the communication event.

Patrick McConney welcomed participants to the meeting and introduced colleagues Lyn-Marie Deane and Maria Pena to the members of the national MPA committee. He provided participants with the lead-up to the LAMP by making special mention of MPA and marine resource governance projects relevant to local area management. He noted that at CERMES some projects have focused on MPAs and the fisheries around them since with the designation of a MPA, the question of what happens outside the area is of importance. Several current CERMES projects are looking at governance – i.e. how different stakeholders such as government agencies, NGOs, fishers, water sports operators work with each other to make and implement decisions over a marine area.

McConney told participants that these projects have brought us to the LAMP and justified its importance by stating that in the Pacific there is a tradition of locally managed marine areas since pre- and post-colonization where people living adjacent to the these areas are involved in their management. This is contrasted with the Caribbean scenario in which many countries are busy creating MPAs formally but they do not often involve people living adjacent to the coastal areas. He noted that the Caribbean in general does not have the same tradition and customs as other parts of the world. Therefore CERMES is undertaking this project to look at how marine areas in two sites – Dominica and Grenada - are (co-)managed and to determine if any lessons from the Dominica experience which began in the late 1990s can inform what is happening and what will happen in Grenada with respect to its designated MPAs.

Having partially completed research in Dominica, a draft report was being shared in Dominica and with them at this meeting. He said the aim of sharing the results of the draft report was to get a reaction from them to see if the Dominica arrangement for governance, or an adaptation of it, can work in Grenada. He directed participants to the CERMES website for additional information on governance projects.

McConney also informed participants of a communications session to be held at the Tropicana Inn on 24 June to determine whether there is a connection between marine research guiding policy and policy promoting marine research. The aim of the session being to determine the communication strategies in Grenada and Dominica that inform policy-makers and in turn lead to the promotion of policy. What is, or could be, the role of the media in Grenada in support of local area management? Are there similarities in communication between the countries?

After a brief discussion on this context, mainly for clarification, McConney took participants through a slide presentation of the Dominica SSMR LAMA situation (appendix 3). LAMP research was more than half-way through, consisting of participatory field research, examining lessons learned and sharing preliminary results. Institutional analysis was explained in detail using contextual variables – biophysical, socio-economic and governance. Key learning from the SSMR LAMA, presented under these foregoing headings took up most of the presentation. The recommendations being considered concluded the presentation which was followed by much discussion.

The first question concerned bananas being a major crop in the Windward Islands and if this agricultural activity had any impact on the marine life in Dominica on a local scale. In answering the discussion covered agriculture, unregulated quarrying and solid waste problems as among those that on a watershed level could constrain effectiveness of local area management.

Members of the Grenada national MPA committee specifically asked: “Are you suggesting using the SSMR situation as a model study for replication here?” The LAMP team suggested that the way the situation was analysed there could be useful to Grenada as well as some of the lessons learned. The suggestion was not that the Dominica LAMA model would be the exact model for Grenada, since it was not successful, but that it provided a formal framework for adaptation.

A participant stated that if evidence is presented to policy makers then this would guide policy and proceeded to ask: “Are there examples of where this [evidence-based policy-making] has happened?” Industrial shrimp fisheries in South America and marine protected areas in Jamaica where fishers identified certain good fish nursery areas and successfully asked for these to be legislated were examples discussed.

Given that marine resources are important to the socio-economic development of countries: “Do you get a sense that people are becoming more aware of this and the need for protection of resources?” The meeting discussed several examples of local level interactions including the sea urchin fishery.

The LAMP team also posed questions to the other participants. “In the case of Dominica, it appears as though there is very little linkage between marine science and policy. The SSMR is going contrary to policy in their Medium-Term plan. Is there a good policy link in Grenada?” In response it was said that policy makers need guidance. There must constantly be an open line of communication with them. It is not difficult to communicate at the level of policy makers formally and informally in Grenada.

LAMP team also asked “Do you find institutional analysis a useful way to look at marine resource use and managed areas?” However, participants were uncertain about this except for seeing the link to understanding situations systematically.

A participant stated that Grenada has embraced marine area co-management. “Is that a similar situation in Dominica?” McConney said he was told that the current political regime there is about enabling stakeholders and that this was consistent with co-management. However the SSMR LAMA was evidence that this was happening within serious constraints.

The LAMP team asked, “In looking at MPAs generally, do you think the policy situation is one that enables local area management?” The response was that dependency on the state is too great for this. It is the case of power and influence – power in terms of standing in the community and that derived from knowledge. In some communities, certain people may drive the community in certain directions that may not be equitable. However, in Grenada, forestry people have had experience in the context of watershed management, e.g. farming community and the National Water and Sewerage Authority (NWASA) harvesting water for domestic supply. This led to the implementation of best practices and development of a governance structure similar to that discussed for marine areas. One of the challenges is to breakdown the information into language for the policy maker. Pitch it in a way that says they need to get re-elected. Perhaps the target should be the politician responsible for the particular constituency in order to support local area management.

Reaching the end of meeting, participants were thanked for their time and input and invited to the session with the media on the connection between communication and marine policy.

5 COMMUNICATION RESEARCH WITH NEWS MEDIA

The LAMP communications research meeting with the Grenada news media took place on 24 June 2010 at the Tropicana Inn. Press packages were distributed to media representatives (print, radio and television media) prior to the start of the meeting. They contained, among other things, the LAMP announcement (appendix 1), a press release (appendix 4) and media handout (appendix 5).



Lyn-Marie Deane (MarGov Communications Officer) opened the LAMP communications meeting by welcoming the invited media and introducing Patrick McConney (LAMP Principal Investigator) and Maria Pena (CERMES Project Officer). Deane informed the participants that the purpose of the meeting was to introduce them to the LAM Project and to discuss ways in which communication and policy can be linked. Although not specifically discussed due to time constraints, the Caribbean Challenge (appendix 6) came to mind as an example of this link.

Deane invited McConney to chair the meeting. The informal setting in the restaurant at the Tropicana Inn was chosen to try to encourage discussion on the topic at hand. He told the participants that the meeting had two main tasks – provision of information on exciting research that CERMES is conducting in partnership with USAID and TNC and more importantly to exchange information concerning the Woburn/Clark's Court Bay MPA (WCCBMPA) and the media's role in supporting local area management with WCCBMPA as an example. McConney asked participants to think about their experience in the media in terms of how marine science gets communicated to the country and in policy. Additionally, he asked them if in terms of policy makers, whether they also see that research has a role to play in the development and implementation of policy and therefore whether policy maker demand for research exists.

McConney drew the participants' attention to the information package and used it to provide them with a background on the two project sites. He also directed them to the CERMES website for more information on the MarGov project. He stated that CERMES interest in MarGov is to determine how to improve marine resource governance (i.e. how people work with government agencies, NGOs etc. to improve the sustainable use of marine resources - fishery resources and MPAs). Participants were informed that CERMES is investigating a range of resources, uses and users in marine resource governance.

LAMP has a focus on communication - communication between research and policy. He informed participants that the essence of the situation is that unless there is good research to inform policy, policy may not be successful and if there is not good policy to promote research then resources will be wasted.

The media questioned how LAMP would communicate with participants when the team was not there in Grenada. McConney replied that LAMP was arranging for Grenadian researchers to assist with field work. The LAMP team would be in close contact and on the ground in Grenada as well. He noted that there must be reliance on electronic communication – in the Caribbean there is significant under utilization of the internet as a cost effective means of communication. He was uncertain if this was due to our “up close and personal” culture and suggested that there could be a discussion later on in the meeting about this.

McConney introduced participants to LAMP via the slide handout covering project partnership, network of protected areas, study sites, participatory research, and how the findings may be applied to Grenada with both governance and communication expectations. McConney told participants that the team had three main questions for them:

- How is marine science information (research and policy) communicated to the public?
- What are challenges to media for communicating marine science?
- What would you suggest to improve communication between research and policy?

Before these questions were answered by the media, they had questions about LAMP such as: What was the logic for choosing two sites? McConney explained the legislation for MPAs and local area management authorities in Caribbean.

They asked about the marine management culture that they thought LAMP hoped to introduce to Grenada; how many years St. Lucia took to get the project working and how many years LAMP was thinking it would take to be accepted in Grenada? McConney clarified that it was not a new culture that they were looking to introduce. The idea was to research if conditions exist that are conducive to local area management in Grenada. McConney explained the statement by telling participants that local area management was not happening in Barbados because conditions were not conducive to it either in legislation or custom of marine stewardship. LAMP wanted to research what governance structures and institutions may fit the existing situations that differ in different coastal and marine areas in Grenada.

Participants asked McConney if LAMP was addressing controlled management of specific species of fish. McConney replied in the negative and invited Roland Baldeo to provide a brief background on the Grenada situation. Baldeo stated that he is the Coordinator of the Grenada MPA programme and provided a background to the programme. He informed participants that two MPAs are preparing for official launch – Sandy Island Oyster Bed MPA on 31 July and Molinere/Beausejour MPA on 5 September. Participants were told that the Fisheries Division had adopted a model of management in which there is stakeholder participation. In Carriacou a number of stakeholders were engaged to sit with government officials regarding plans for SIOBMPA. Although stakeholder participation is not generally the culture in Grenada, Baldeo noted that the different stakeholders were very interested and wanted to participate in management with government. In MBMPA, he noted that a stakeholders committee (different interest groups and organisations using the area) was set up and there is high interest in people wanting to work with government in management of the area.

The media asked: “When you speak of stakeholders in the areas, who are you talking about and how do you get people to comply?” Baldeo identified SIOBMPA stakeholders as the scuba divers association, Carriacou Environmental Committee, the historical society, fishermen’s organisation and water taxi operators. Compliance was encouraged through educational awareness. For instance, in the week prior to the SIOBMPA launch he noted there was to be a big MPA promotion with brochures and flyers. The same would be done with the other two MPAs. Woburn was at a stage where public information could make a difference.

Questions were posed on economic benefits of the three MPAs. Baldeo suggested through livelihoods – opportunities for employment. For example, in the Oyster Bed in Carriacou there is huge potential for activities that communities can be involved in. Even fishermen will gain in the long term due to large numbers of fish outside the MPA. There was discussion of enforcement.

In reiterating questions to the media, LAMP sought advice regarding communicating policy to people. The gathering was told that in the past when the Woburn Woodlands Development Organisation notified the media of their activities, the media personnel wanted the organization to come to their offices to provide interviews rather than the media experience the MPA directly. NGOs were disappointed at this type of media response. All media participants refuted that they were not outdoors inclined. They asked to be invited on site tours in the future.

A media participant noted that in Grenada the print media very seldom are invited to things like that described above. The reporter told the NGO representative that from here on they could develop a more collaborative relationship, and the NGO person was interviewed on the spot. Christopher Alleyne of Woburn Woodlands Development Organisation gave an overview of the organization and its mangrove planting activities in the Woburn/Woodlands area.

The media said that marine science or information on MPAs has not been much of an open topic in Grenada but it was hoped that from the interaction at the LAMP meeting they could develop a closer relationship with the agencies involved in MPAs. However, the point was made that there is only so much reporters can do. News was commercial business. When a news story is taken back to the news desk it may not get the prominence it deserves.

In general participants told the LAMP team that the editors decide what goes into the newspaper. This was noted to be particularly the case where advertisements were concerned. In a small newspaper, if a full-page ad comes in, usually the ad gets the preference. This is also the case if something that people like to read comes in prior to print time. The popular article will be given priority. People do not know much about MPAs therefore these stories will not be prominent. Media participants said there is a similar situation in TV. It is what the news editor says that goes in. However the marine news item may be run at a later date if it is deemed worthy.

LAMP asked if there is a regular spot in media productions that could be occupied by marine science. Reporters cannot make this decision. Nothing like that exists in Grenada, such as a dedicated 3-5 min segment for marine science.

LAMP asked if there is a demand for this type of information. It was noted that sometimes there is supply and then demand but in other instances there is demand followed by supply. Media were asked if demand is out there and if the media thought marine science was an interesting topic. Media participants said it was interesting to them. There are weekly papers in Grenada. If an article does not appear immediately, it will eventually. If information is coming in, it will be shown on TV. There is no guarantee that every time a marine science or MPA news item comes in it will appear but the advice was not to stop sending the information. When SIOBMPA comes on stream it will create interest and excitement.

Media participant asked if Baldeo would be holding regular MPA meetings for feedback. He told participants that he had been thinking about ways to disseminate MPA information. Maybe he may put out a monthly news bulletin. Media participants suggested a 30-second advertisement.

McConney asked if he had US\$5,000 and wanted to let people know that local area management is something that should interest people, how could this be communicated to the media for public consumption within that small budget? Media advice was to make it interesting so it can capture both viewers and readers. Utilize radio. Use the 5 newspapers on the island. Primetime on TV is evening news (6:30 to 8:15pm). Conduct market research for better targeting. Although none of the

media houses are seen as being geared towards environmental issues, all of them have some interest.

McConney noted that they had so far talked only about communication of research to the public. He wanted to know if they had impressions about communicating from policy to the public or research. Did they see policy connecting to research on the ground? Media participants said in most cases policy makers influence the way the media communicates so the information flow from them would determine the pace at which communication would occur. People for the most part are driven by policy makers rather than the reverse.

McConney asked if some policy maker says that he or she thinks the Woburn area is so unique that yachts and fisherman should not be allowed to use the area, whether that would spur an NGO or scientist to do research to determine the consequence of this decision/policy? Do you think there is a connection between a policy statement and what people do as research? Media said no.

McConney probed: When politicians speak do other people listen? Or do people ignore them? Media workers said there is political divide in Grenada. Many people are guided by the leaders they support and listen to few others. In most cases when politicians speak, people listen.

McConney asked: "If you were to think of a champion in Grenada who would be a champion of MPAs, local area management, marine good-things-to-do causes? Who would come to mind to be respected? Media replied that in general people listen to those who actually do the work, not the ones who make the decision to do the work. Specific suggestions for communication champions were Tyrone Buckmire, Johnson St. Louis and Roland Baldeo. The latter however favoured Francis Urias Peters as a personality in Grenada to spread the message and that people would listen to. Playwright Francis Peters received the nomination of all media present.

McConney closed the meeting and thanked the media for their time. He noted his disappointment at the small turnout but stated that quantity had no relation to quality. He told participants that they had cleared up options for communications and informed them that the LAMP team would be back in Grenada soon and would be in contact with them. Following the meeting, the media personnel present produced radio, television and print articles on LAMP topics (appendices 7 to 10).

6 SIOBMPA LAUNCH AND MEDIA TOUR

Following up on the meeting with media representatives, LAMP and the Fisheries Division invited selected media people to participate in the official launch of the SIOBMPA on 31 July preceded by a special media tour and a brief LAMP meeting to further our communication research (appendix 11). Lyn-Marie Deane handled this assignment as described below. The schedule for the events related to the assignment is set out below (table 1). The LAMP media session is described next:

Table 1 Schedule of media tour events

DATE	TIME	ACTIVITY
Thurs. July 29 th	5:30 pm	Travel: Leave Grenada with Osprey Lines
Friday. July 30 th	8:30 am - 11:30 am	Visiting the MPA site. Sandy island, Oyster Bed, mooring and demarcation buoys, signage etc.
“	4:00 pm	Attending signing ceremony for the Co-Management Agreement
“	4:30 pm	Handing over ceremony of Warden operating equipment by The Nature Conservancy
	5:00 pm	Reception with National MPA Committee and SIOBMPA Management Board
Sat. July 31 st	8:30 am – 10:00 am	Interactive discussion session with CERMES, the Grenada Press and select members of the Grenada National MPA Committee
”	10:00 am – 12:00 noon	Visiting places of interest around Carriacou
“	6:30 pm	Official SIOBMPA Launch Ceremony
Sun. Aug 1 st	6:00 am	Leave Carriacou with Osprey Lines



The LAMP Media Session took place at the Carriacou Multi-Purpose Centre on 31 July 2010. The discussion topic was: How can the media assist in encouraging marine stewardship and promoting the cultures of conservation and responsibility needed for local area management?

The session is reported on as a series of questions from LAMP and responses from those present.

Do the media currently play a role in the promotion of conservation to the general public?

- The local media in Grenada do not currently play a role in the promotion of conservation to the public as much as it should.

Reasons why:

- A lack of eagerness and interest from readership (print media).
- Editors do not give priority to news stories on the environment, therefore if a more sensational story for example rape comes along, that story would be given precedence.
- Not much emphasis is placed on environmental issues.
- Importance is only placed on environmentally based news stories when the story is of international importance for example the oil spill in the Gulf coast of Mexico.
- The government also has a role in the promotion of conservation to the general public. The majority of media entities in Grenada owe the government. Therefore as a part of the required debt repayment the government ought to demand air time and space within the news papers for programmes or advertisements to inform and educate the general public.

- There are no reporters who focus on the environment in Grenada, however there is one freelancer who does.

What role do you believe the media ought to play in the promotion of conservation to the general public?

- Print and electronic media need to focus/"sell" information on the environment to the up and coming generation(s). The media tend to focus more on adult audiences and adult education. However, adults tend to be set in their ways and resistant to change therefore it may be best to target younger persons who can still be educated and guided in the right direction. Also, one way of reaching adults is to do so through the education of their children. A multipronged approach may be needed.

How can the gap between what media should do to promote conservation and what it is currently doing in this effort be bridged?

- The members of the media need to educate themselves.
- There is a need for a green page in the newspapers or at the least a small column dedicated to environmental issues.
- A divide exists between the realms of science and media which needs to be bridged and both need to understand and accept the significance and importance of the other.
- To some extent the material sent to the media by scientists needs to be sensationalized. Packaging is important therefore if the material is packaged in such a way scientists and the media alike can utilize the information to draw in the public. An example of which could be a story about two persons caught spear fishing in the MPA. The media and the general public tend to be interested in stories about crime. Therefore that could be used to lure the reader in and then use the remainder of the article to provide information on the MPA.
- A workshop needs to be organized with scientists and the Grenadian media so that both groups can clearly express what it is they want and expect from the each other and how they can work together for the betterment of the Grenadian people.
- Editors and managers of the media houses need to be brought on board so that they will better understand the problems affecting the environment and therefore be more willing to run stories which address these issues, as well as inform and educate the general public on these issues. A workshop for the managers and editors was suggested however getting them to agree to attend may prove to be problematic for such busy individuals.
- The media needs to be sensitized about the science of our everyday actions and the impact of our behaviour on the environment.
- Instead of asking the media to carry information for free, offer to pay for it even if it is at a discounted price.
- Seek sponsorship from companies. Play on the rivalry of companies therefore if Scotia sponsors a green page in The Informer, The New Today should approach 1st Caribbean to sponsor a green page in their publication.
- Need to seriously engage the media managers

Is there a lack of interest in issues of marine science and policy by the media (especially those who determine what issues are news worthy) and the general public?

- Yes

Why do you believe this lack of interest exists/ where does it stem from?

- Media is not sensitive towards issues of science and technology. If and when articles are submitted to them, they drastically alter the article or the article is not carried at all.
- Articles which are normally provided to the media by scientists tend to be too academic in nature.
- Scientists should send short precise articles which the average reader or listener is able to understand.
- The media does not make money from doing good deeds such as broadcasting stories about the environment or MPAs.
- Reporters must answer to their managers and editors who are primarily interested in what sells papers and not necessarily in articles which may be in the best interest of the general public. Secondly, the majority of media houses are owned by companies or individuals, therefore the content of their programming or newspapers reflect to some extent the interest of the owners. Not to mention other large companies, entities or persons who advertise with the media houses are also capable of influencing what is published or broadcasted.
- What can be done to direct the media's interest towards these issues (the issues of proper governance of marine protected areas, marine resources and sustainable fisheries)?
- The members of the media need to educate themselves.
- A workshop needs to be organized with scientists and the Grenadian media so that both groups can clearly express what it is they want and expect from the each other and how they can work together for the betterment of the Grenadian people.
- Instead of asking the media to carry information for free, offer to pay for it even if it is at a discounted price.
- Seek sponsorship from companies
- Need to seriously engage the media managers
- Editors and managers of the media houses need to be brought on board so that they will better understand the problems affecting the environment and therefore be more willing to run stories which address these issues, as well as inform and educate the general public on these issues. A workshop for the mangers and editors was suggested however getting them to agree to attend may prove to be problematic for such busy individuals.

Has the media encouraged stakeholders and other members of the general public to take responsibility for local area management?

- No

What is the media currently doing to encourage stakeholders and members of the general public to become more involved and take greater responsibility for local area management?

- Nothing

Do you see the media taking on a greater role in this respect?

- Yes

If so in what way/how so?

- Print and electronic media need to focus/"sell" information on the environment to the up and coming generation(s). The media tend to focus more on adult audiences and adult education. However, adults tend to be set in their ways and resistant to change therefore it may be best to target younger persons who can still be educated and guided in the right direction. Also, one way of reaching adults is to do so through the education of their children. Therefore a multipronged approach may be needed.
- Along with the fillers, short promos can be used as well. Therefore as long as the information is provided to the media they can help inform and educate the general public.
- A science and environment bank should be created where information can be pooled and pulled from when necessary.
- Agenda setting is a two way street. The media determines what issues are important and in what order of precedence however the general audience also plays a role in determining which issues are important as well.
- Press can determine that certain issues (of marine stewardship and promoting the cultures of conservation and responsibility) are of importance and lead/bring the issues to the public making the issue important in the eyes of the general public as well.
- More networking is important.
- Twinning themes (ministry of tourism)

How can the media encourage greater interest and illicit a greater response from the members of the general public and stakeholders alike in issues of marine governance and protection? (this question extended past the media). / What can the media do to create public interest in these issues?

- Need to think outside of the box due to the pressures of modern living such as providing incentives. Example was given of a school in Washington DC where students were paid to attend school.
- The media can use the footage as well as the experience and the knowledge they gained from their trip to the oyster bed.
- Along with the fillers, short promos can be used as well. Therefore as long as the information is provided to the media they can help inform and educate the general public.
- Agenda setting is a two way street. The media determines what issues are important and in what order of precedence however the general audience also plays a role in determining which issues are important as well.
- The angle from which the story is presented is very important
- Educate the children by using science fairs, exhibitions, cartoons and the use of practical programmes for example don't just teach them about littering and its effects but carry them out into the field and have them help to clean up a watercourse or gully.
- Information needs to be sent to the media to be used as inserts for the papers and fillers for the television or radio so on occasions when space or time is available for example the news isn't ready and there is a captive audience waiting these fillers can be used to maximum advantage.

- Teachers need to be targeted and trained through the use of workshops and symposiums so that they can in turn pass on the correct information to their students.
- Adult education programmes are needed.
- Using the current strengths of the media houses to make a plug for the marine protected areas and the environment.
- People love people stories therefore utilize and enlist persons who have and are currently doing work associated with the marine protected areas to be interviewed for a story.
- The Ministry of Tourism can be solicited to sponsor MPA related activities.

Is there a general public interest in issues proper governance of marine protected areas, marine resources and sustainable fisheries?

- Currently there is not.

What role should members of the general public play in the maintenance of Grenada's Marine Protected Areas?

- The use of the church/clergy can make an important impact. For example if the church adopts a certain position on the MPAs and their protection or if priests act as spokespersons and encourage their congregations to protect the environment etc.
- All persons not just those who are/will be directly affected by the degradation of the marine protected areas or their surroundings and others whose environment will be diversely affected should be directly engaged, informed and educated so that they can be proactive in the protection of the environment.
- Everyone in society needs to play a role, not just at an individual level but also collectively for example as a family. Persons who are the product of a good family structure are less likely to perform acts of deviant behaviour or act in a manner or a way which they know to be wrong in society. Example littering.

Does the role of the stakeholders within these marine protected areas differ from that of the general public and if so how?

- They have a vested interest therefore they should be more actively involved seeing that their livelihood depends on the sustainability of the MPA. However, it is important that each individual plays a role in the protection and conservation of the environment and the MPA.

What is the media's role in all of this?

- Offer encouragement, continue to educate and inform the general public of the happenings in these areas.
- What responsibility do the media have to the general public in relation to keeping them informed on issues of this nature?
- The media acts as the voice of the people. It is the media's responsibility to act on the behalf of the general public and educate them and inform them of happenings and developments which can or will affect them in any way or of events which are of particular interest.



In the course of accompanying the media on the boat tour of SIOBMPA, conducting the above media session and interacting informally, Deane made a number of observations and interpretations of information as set out below.

First, the members of the media who took part in the SIOBMPA tour were captivated by the MPA particularly the Oyster Bed. In their own individual ways they all stated that they were indeed very interested in the project and would try to provide as much assistance in the future to educating and informing the general public about Grenada's MPAs, as well as environmental issues in general. However the members of the MTV crew were noticeably less enthusiastic.

The members of the media and the National MPA Management Committee liaised and came to an agreement where based on the constraints of the media due to staff shortages the National MPA Management Committee would regularly provide and update them with information on the MPAs so that they could keep that story and stories of a similar nature active and in the forefront of minds of Grenadians. This was a major step forward in communication and media relations for a governance arrangement that could become dominated by public service thinking.

The members of the media also liaised with several members of the SIOBMPA co-management committee and expressed interest in having more interviews with committee members to be aired on TV as well as for publication in the newspapers.

The members of the National MPA Management Committee encouraged the cameramen to use the footage which they shot during the tour to create short promos to be aired on their respective television channels. The cameramen readily agreed to this.



The launch of the SIOBMPA was well attended by members of the Carriacou community. From outstanding attendance of the launch and the enthusiasm of those in attendance it would appear that the community is indeed behind the protection of the SIOBMPA and that they have confidence in the recently elected committee vested with co-managing the MPA.

The members of the committee also seem very enthusiastic and passionate about the job they have set out to do. It should be noted that in the election last week Luther Rennie was voted as Deputy Chairman of the Committee and Davon Baker replaced him as Chairman. However no antagonism was detected between the two, rather there seems to be a healthy level of camaraderie between the two individuals.

Much was learned by the media and from the media through this activity that helped to inform LAMP communication research.

7 REGIONAL PANEL DISCUSSION

On 20 July in the conference room of the Garraway Hotel in Rousseau, persons from the Dominica Fisheries Division, members of the SSMR LAMA and its stakeholders assembled for the taping of a Regional Panel Discussion on “Communication between marine science and marine policy”. The five panelists were of varying backgrounds and expertise and included: Dr. Patrick McConney, CERMES; Indi Mclymont-Lafayette, Panos Caribbean; Nicole Leotaud, Caribbean Natural Resources Institute (CANARI); Roland Baldeo, Grenada Fisheries Division; and Andrew Magloire, Dominica Fisheries Division with Kamala JnoBaptiste Aaron as moderator.

The panel discussion was jointly organized by Lyn-Marie Deane and Indi Mclymont-Lafayette and attracted an audience of approximately 15 persons. On the eve of the recording of the panel discussion panelists were invited to sit down and thrash out their thoughts and ideas on the subject matter; to develop an understanding of the viewpoints of their counterparts and as well as a clear understanding of the key points which needed to be imparted to the members of the audience and the best approaches for doing so.

In addition, two hours prior to the recording of the panel discussion the panelists and organizers met with the moderator Kamala JnoBaptiste Aaron to further discuss the topic, reiterate their individual viewpoints for her benefit and to clearly identify the panel discussion’s major points. The panel discussion also featured an interactive question and answer segment where members of the audience were invited to ask questions and partake in the general discussion.

Following the recording of the regional panel discussion the video was edited and two videos produced. The first a 10 minute video imparting the key points of the panel discussion and the second a thirty minute in-depth overview of the discussion. These two videos are for distribution and broadcast in the OECS member states and Barbados with additional copies sent to various project partners and influential nongovernmental, regional organizations and stakeholders

8 GRENADA PUBLIC SERVICE ANNOUNCEMENTS

In July, Francis Urias Peters, popular Grenadian playwright, began the process of creating two public service announcements (PSAs) for the Grenadian public after several discussions with Patrick McConney and a meeting with Lyn-Marie Deane. The meeting entailed a comprehensive discussion on the aim of the PSAs and was furthered by a viewing of the regional panel discussion. Mr. Peters created the first draft of the PSA script which after a few revisions was finalized (see appendix 12). Following the finalization of the scripts, Mr. Peters proceeded to record the video and audio PSAs which were broadcast on various radio and television stations throughout Grenada. The purpose of the PSAs was for the edification of the members of the general public on matters of

marine science as pertaining to marine protected areas and to create within them a sense of ownership, pride and above all to inspire them to protect their MPAs.

Informal feedback from LAMP contacts in Grenada suggest positive responses to the PSAs. Viewers and listeners found the message to be very relevant and stated that it made them take note. Based on the feedback responses received, the PSA was judged to be very effective and to have achieved its short term goal. The audio and audio-visual versions of the PSAs are provided in a DVD output.

9 LESSONS

LAMP learned many lessons about communication from the activities described in this report and from those described in the country reports. They are summarised here in no particular order.

- The importance of gatekeepers should not be underestimated, especially if rapid penetration into existing social or organisational networks is necessary, often for purely practical reasons.
- It is necessary for products of a scientific nature to be presented in a manner which is appealing to the general public in both content and delivery, and to reach specifically targeted audiences.
- The use of scientific or technical jargon should be avoided because it makes the information difficult to understand, digest and, in the case of the media, difficult to impart to others.
- Better communication links need to be established between media workers and scientists, particularly as it relates to high level media officials who determine what news items are broadcast or print worthy.
- Greater levels of participation and interest from stakeholders are obtained when they are fully incorporated into the communication process.
- Communication products and the media tend to focus on adult audiences; however, adults tend to be set in their ways and resistant to change, therefore it may be best to also target younger persons who can still be educated and guided in the right direction.
- In an effort to communicate and educate younger audiences, teachers need to be targeted and trained through the use of workshops and symposiums so that they can in turn pass on the correct information to their students.
- The media has a key role in determining what issues are important; however the general audience also plays a critical role in determining which issues are important as well.
- Innovative and creative communication products must be utilized to effectively and efficiently communicate with target audiences instead of relying only on traditional media products.
- The clergy, service clubs and diverse NGOs play an important role in the lives of many persons in the general public and can be used to inform, educate and sway public opinion.
- The media see it as their responsibility to represent the interests of the general public and to educate and inform them of activities and developments which can or will affect them in any way or of events which are of particular interest, but media workers need assistance to do this.
- Both formal and informal communication must be improved to strengthen the linkages between policy-makers, researchers and the general public, and especially to promote marine science.

10 APPENDICES

10.1 LAMP ANNOUNCEMENT



Local Area Management Project (LAMP)

The Centre for Resource Management and Environmental Studies (CERMES) at the University of the West Indies announces the implementation of its Local Area Management Project (LAMP). The Nature Conservancy (TNC) has provided a sub-award to CERMES *Marine Resource Governance in the Eastern Caribbean (MarGov)* Project to carry out work under LAMP to advance the TNC *Marine and Coastal Biodiversity Threat Abatement in the Eastern Caribbean Project*.

TNC received a grant from the United States Agency for International Development (USAID) to conduct the *Marine and Coastal Biodiversity Threat Abatement in the Eastern Caribbean Project*, which is intricately linked to achieving long-term protected area management goals and protecting the biodiversity contained within the protected areas systems of countries in this region. The TNC's primary strategy in the insular Caribbean is to help countries meet and then exceed their commitments to the Program of Work for Protected Areas (PoWPA) under the Convention for Biological Diversity (CBD) that will result in an effectively managed network of marine protected areas (MPAs). About 4% of the Eastern Caribbean's marine shelf is under some form of protection and less than 20% of that small area is judged to be effectively managed.

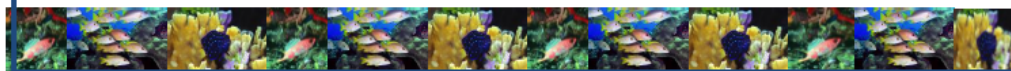
The LAMP study sites are Dominica and Grenada. From January to September 2010 field research, workshops and communication will take place in these two countries using participatory approaches. Lessons learned from the history of the Local Area Management Authority (LAMA) in Dominica, the potential for improvement in Dominica, and the application of lessons to Grenada will be examined with the intention to help advance the governance of coastal and marine resources.

Work by CERMES will include:-

- ❖ Provision of a strengths, weaknesses, opportunities and threats (SWOT) analysis of existing LAMAs – identifying strategies for addressing sustainable fisheries by improving existing LAMAs and establishing others. The LAMAs are an evolving institution of interactive governance suitable for MPA co-management or community-based coastal management or fisheries management.
- ❖ Strategy for establishing LAMAs or other management mechanism to allow community management of resources to reduce fishing pressure in and around MPAs
- ❖ Identify effective ways to influence decision making in natural resource management, with particular emphasis on local (community) and national (policy/legislative) levels to generate improved management decisions that produce greater community benefits while providing for better sustainable fisheries management practices.
- ❖ Develop communications products and training pathways for influencing policy makers and other key change agents on effective regional fisheries governance.

For more information visit LAMP under the MarGov web pages at
http://www.cavehill.uwi.edu/cermes/margov_profile.html

This communication was made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of its Cooperative Agreement Number 538-A-00-09-00100-00 (BIODIVERSITY THREAT ABATEMENT Program) implemented by prime recipient The Nature Conservancy and its partner the UWI Centre for Resource Management and Environmental Studies. The contents and opinions expressed herein are the responsibility of the BIODIVERSITY THREAT ABATEMENT PROGRAM and do not necessarily reflect the views of USAID.



10.2 Communication strategy and plan

Summary

The Marine Resource Governance in the Eastern Caribbean (MarGov) Project of the Centre for Resource Management and Environmental Studies (CERMES) in partnership with The Nature Conservancy (TNC) is carrying out work under Local Area Management Project (LAMP) to advance the TNC Marine and Coastal Biodiversity Threat Abatement in the Eastern Caribbean Project. The two project sites are Dominica and Grenada and the following communication strategy and plan is specific to the latter.

Purpose/Objective:

The purpose/objective of this communication plan is to:

- a) Identify the best approach to reaching and interacting with the media houses in Grenada in an effort to create a group of reliable contacts.
- b) To share the lessons learnt through the successful execution of LAMP in Dominica and explain how those lessons learnt are applicable to Grenada.
- c) To promote the work being carried out in relation to the LAMP in Grenada.

Desired outcomes:

- a) Increased awareness and interest in LAMP and Grenada's marine protected areas (MPAs).
- b) The publication of LAMP related articles by the varying media houses.
- c) Increased public awareness of LAMP and sensitization towards the hazards affecting Grenada's MPAs.

Target audience:

- a) The primary target consists of representatives from various media houses particularly those persons capable of shaping public opinion as well as policy makers and other key change agents on coastal biodiversity threat abatement in Grenada.
- b) The secondary target is the national population of Grenada with particular emphasis placed on the communities within close proximity of the MPAs.

Current Attitudes:

- a) The members of the target audience are aware of the hazards affecting the MPAs however; the extent of this knowledge is unclear.
- b) The target audience is of the belief that action must be taken at a national level to prevent further degradation and loss of MPAs particularly Hog Island and its surroundings.

Strategy:

Inform and educate the members of the target audience on the concept of marine governance and the benefits to be derived through the implementation of LAMP and by extension Local Area Management Authorities (LAMA)

Strategic Considerations:

The reluctance or inability of local media houses to report on LAMP related activities.

Key Messages:

Long-term protected area management goals can be achieved and the protection of the biodiversity contained within the protected area in Grenada.

Timing:

- a) Initial contact made on 21 June to inform the media of the arrival of the MarGov Project Team and the purpose of the visit to Grenada.
- b) Debriefing meeting and press conference scheduled for 24 June.

Tools:

Press releases, press conferences, audio-visual presentations, show and tell and print materials.

Evaluation:

The production of informational articles by the local media aimed at educating the general public on the project.

Introduction

The Local Area Management Project (LAMP) was established subsequent to a sub-award agreement entered into on 16 November 2009, between The Nature Conservancy (TNC) and the Centre for Resource Management and Environmental Studies (CERMES). The LAMP was a CERMES initiative sub-awarded to The MarGov Project and scheduled to run from the period January through September of 2010. The primary aims of this TNC funded project were to help advance the governance of coastal and marine resources in the two study sites, as well as to advance the TNC Marine and Coastal Biodiversity Threat Abatement in the Eastern Caribbean. The study sites chosen for the LAMP project are Dominica and Grenada. Specifically the Soufriere Scott's Head Marine Reserve (SSMR) and the neighboring communities of Soufriere, Scott's Head and Pointe Michel in Roseau, Dominica. Whereby the specific sites within Grenada are the recently launched marine protected areas (MPAs) of Sandy Island Oyster Bed Marine Protected Area (SIOBMPA) and Moliniere/Beausejour Marine Protected Area (MBMPA) in addition of the soon to be launched Woburn/Clarkes Court Bay Marine Protected Area (WCCBMPA) and the communities immediately surrounding these three locations.

“A number of studies have confirmed that a top-down management approach to development is less effective than a participatory one. Bagadion and Korten (1985), Shepherd (1998), Uphoff (1985), and the World Bank (1992) are among those providing data to support this perspective. Development of communication supports the shift toward a more participatory approach, and its inclusion in development work often results in the reduction of political risks, the improvement of project design and performance, increased transparency of activities, and the enhancement of people’s voices and participation”.¹ The LAMP intends to research the history of the SSMR local area management authority which provides a model for participatory approach to the governance of marine resources.

For the duration of the project field research, workshops and communication will take place in these two countries using participatory approaches. After the initial investigation the LAMP research team will then provide recommendations for the best way forward for the inactive SSMR local area management authority. The information gleaned from this research will then be used in the application of lessons learnt to the recently established and soon to be established MPAs in Grenada and their local area management authorities.

Objectives

The LAMP has four major objectives and these are:

- Provision of a strengths, weaknesses, opportunities and threats (SWOT) analysis of existing LAMAs – identifying strategies for addressing sustainable fisheries by improving existing LAMAs and establishing others. The LAMAs are an evolving institution of interactive governance suitable for MPA co-management or community-based coastal management or fisheries management.
- Strategy for establishing LAMAs or other management mechanism to allow community management of resources to reduce fishing pressure in and around MPAs.
- Identify effective ways to influence decision making in natural resource management, with particular emphasis on local (community) and national (policy/legislative) levels to generate improved management decisions that produce greater community benefits while providing for better sustainable fisheries management practices.
- Develop communications products and training pathways for influencing policy makers and other key change agents on effective regional fisheries governance.

A significant aspect of the LAMP project revolves around the communication component which the LAMP fourth objective begins to address. Within the communication framework of LAMP there are three communication aims which are:

- 1 Determining the communication products and pathways for influencing policy makers and other key change agents on effective regional fisheries and managed marine area governance
- 2 Establishing policy focus groups in Dominica and Grenada to support peer learning, best practices information sharing and how to replicate/expand these practices

¹ Development Communication Sourcebook, Broadening the Boundaries of Communication. Paolo Mefalopulos, The International Bank for Reconstruction and Development/The World Bank © 2008.

3 Developing communications strategies for marine resource governance and improvements covering a range of users/decision makers from practitioner to policy level.

“Communication means much more than transmitting and receiving information. We communicate when we talk, lime or argue. But we also communicate through drama, through the radio, television and the newspaper. The messages in calypso, dancehall, soca, reggae are also communication. There is communication through posters, official speeches and weather forecasts, gestures, facial expressions and body language. All these are important forms of communication.

Communication is a two-way process. If you are presenting information on an environmental issue, you will have communicated only when that message is received and understood. Effective communication is interactive. If your message is poorly done, or if you use the wrong method, the information will not be received. It means that you have not communicated, and your campaign will suffer”.²

Two of the key components of the LAMP are the participatory nature of the research being undertaken and the need to relay ones intended message effectively and efficiently whilst having the receiver clearly understand the information being relayed to him. Within this framework lies the LAMP communication strategy and plan. This communication strategy and plan is intended for all audiences and will be available on the CERMES, marine governance, local area management project website (http://www.cavehill.uwi.edu/cermes/lamp_home.html).

Approach

A multi-faceted approach has been taken towards specifically intended stakeholder groups by the LAMP in an attempt to discover and address the individual needs of these groups. This will be done through the assembly of a communication network which will tap into the preexisting networks of other entities and key individuals to create a multidirectional flow of information from the project team to all interested stakeholders and vice versa.

This enables the project to be more adaptive, while continuing to evolve to meet and address current, past and foresee future communication needs and concerns. (Figure 1)

² Toolkit For Communication Planning, Copyright © 2007. Organisation of Eastern Caribbean States. Published by the Organisation of Eastern Caribbean States (OECS), Environment and Sustainable Development Unit (ESDU).

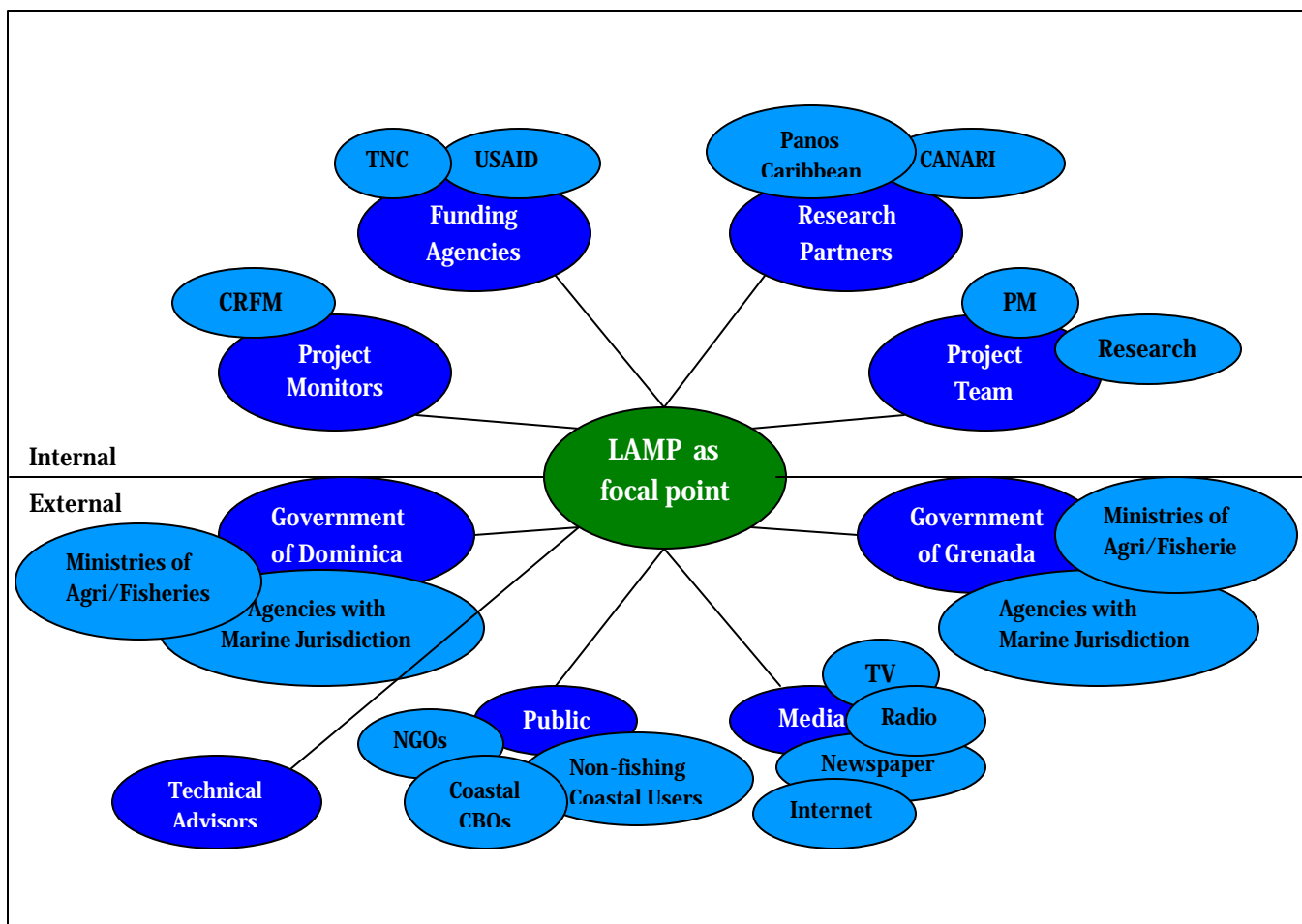


Figure 1: Stakeholder map

As a result of the direct interface established between the project and its primary and secondary stakeholders, a communication strategy will be produced which tailors to each stakeholder's individual needs.

Target Audience

The stakeholders of the LAMP project have been grouped into four primary target audiences which are policy makers, change agents, resource users and project partners. The basic classifications were intensely examined to aptly identify the groups and individuals of whom the sub-sets of the primary stakeholders groups were comprised. The individuals and groups which made up these sub-sets have been generalized based on the broad scope of the target audience and example of such a generalization is the use of the term fisherfolk to refer to all individuals who are directly employed whether full or part time as fishermen, as well as those who are indirectly employed by the fishing industry for example in the processing and marketing of fish in other supporting industries. Table 1 illustrates the main target audience groupings as well as the categorized sub-sets of the various LAMP shareholders.

Table 1: Target Audience Groupings

Policy Makers	Change Agents	Resource Users
Government ministers	Fisheries managers	Fisherfolk
Permanent Secretaries CEOs of Government agencies with marine jurisdiction	Coastal managers	Non-fishing coastal users including the private sector
Heads of major NGOs and regional organisations	Fisheries organizations	Fisheries organizations
High level media executives	Middle-level administrators	General public
	Researchers	Media representatives
	Technical advisors/trainers	

Strategy Outline

The LAMP communication strategy consists of a multidirectional yet simple approach aimed at involving targeted stakeholder groups to discover and address their individual needs while providing a high level plan of action to tackle how the project members communicate for the duration of the project.

The LAMP communication strategy identifies the objectives of the project communications, the various project stakeholders, the key messages to be disseminated to stakeholder groups and the most effective and efficient methods for information sharing with stakeholders. Several methods of information dissemination will be used. These include but are not limited to personal paper and emails, power point and video presentations, face to face verbal communication, reports, workshops, exchange visits, newspapers, training, artistic media and public education tools such as videos, PSAs and public displays.

The strategy can best be illustrated in the form of a table which sets out the various sets and sub-sets of the target audiences, the key messages to be relayed to these audiences, the desired action to be taken, and the pathways which the project intends to use for the dissemination of the key messages to the members of the target audiences.

Table 2. Communication strategy summarized

Stakeholder	Key Message	Desired Action	Communication Tools
Policy Makers Government ministers Heads of major NGOs and regional	<ul style="list-style-type: none"> Results of ongoing research and lessons learned should be incorporated into and used to guide policy Ensure uptake and positive changes in marine resource Governance 	<ul style="list-style-type: none"> Reinforce the commitment of participants through personal interaction Involve champions in Press conferences/ media briefings Associate policy champions with research outputs 	<ul style="list-style-type: none"> Personal paper and emails Technical reports and executive summaries Non-technical reports Information kits including CD packages that include Power Point presentations with

Stakeholder	Key Message	Desired Action	Communication Tools
organizations High level media executives	<ul style="list-style-type: none"> • Create an enabling environment that is supportive of adaptive learning and decision making • Facilitate input of applied research into marine resource governance 	<ul style="list-style-type: none"> • Encourage personal networking • Involve all stakeholders in the discussion/fostering discussion about their role in marine resource governance • Enhance or establish institutions and mechanisms for governance 	<p>narration</p> <ul style="list-style-type: none"> • Website • Video presentations • Brief well documented case studies • Face to face verbal communication
Change Agents Fisheries managers Coastal managers Fishers organizations Middle-level administrators NGO officers Researchers Technical advisors/trainers University students	<ul style="list-style-type: none"> • Research results and lessons learnt should be included in the policy and management of coastal and marine resources • Advise policy makers on the benefits of alternate measures to ensure uptake and positive changes in marine resource governance • Contribute to a climate that is supportive of adaptive governance and further research • Promote the sharing of information to allow for thorough investigation of governance, building capacity to adapt, and the ability to self-organise 	<ul style="list-style-type: none"> • Identify individuals to become technical change agents • Gain their commitment through personal interaction • Become involved in participatory one- day workshops • Exchange visits • Engaging in dialogue 	<ul style="list-style-type: none"> • Conference papers and posters • Technical reports • Journal articles • Workshop reports • Newsletter, bulletins • Website • E-mail list-serves • Workshop CDs and various presentations • Written & video case studies • Site, national and regional workshops • Training • Social networks • Brief well documented case studies • Face to face verbal communication • Videos • Power point and video presentations
Stakeholder	Key Message	Desired Action	Communication Tools
Resource Users Fisherfolk Fisheries organizations Non-fishing coastal users including the	<ul style="list-style-type: none"> • Enable self-organisation • Participate in marine resource governance • Promote adaptive governance • Appreciate the need for systems to 	<ul style="list-style-type: none"> • Focus groups • LAMA and town hall meetings • Popularisation of research in mass media • Personal interaction • Field visits • Regional, national and site workshops and meetings 	<ul style="list-style-type: none"> • Newsletters/bulletins • Newspapers • Radio notices and call-in programmes • TV interviews and discussion programmes • Use of the creative arts • Website • Posters • Flyers

Stakeholder	Key Message	Desired Action	Communication Tools
private sector Coastal community groups General public Media representatives	adapt and be resilient	<ul style="list-style-type: none"> The identification of leaders from within or outside of the community to champion the cause 	<ul style="list-style-type: none"> T-shirts and other novelty items Participatory videos and testimonials Interactive presentation Artistic media, poetry Public education tools: videos, PSAs, plays, drama, public displays, etc
Project Partners	<ul style="list-style-type: none"> Share information and relevant research with project team Promote networks for information exchange 	<ul style="list-style-type: none"> Participation in regional panel discussions Site and exchange visits Personal interaction Participatory monitoring and evaluation results 	<ul style="list-style-type: none"> Conference papers and posters Technical reports and policy briefs Newsletters and bulletins E-mail messages/list-serves Website Case studies – written, video Personal papers and emails Executive summaries Regional and national conferences and workshops

Partnering Project

The partnering project of the LAMP is the MarGov project. The initiation of the MarGov project was in response to evidence which showed a need to build capacity, and network connections for the adaptation and resilience into present and planned marine resource governance in the Caribbean.

Based on evidence to this effect, the Centre for Resource Management and Environmental Studies (CERMES) embarked on a four year applied research project entitled “The Marine Resource Governance in the Eastern Caribbean (MarGov) project”.

“A number of studies have confirmed that a top-down management approach to development is less effective than a participatory one. Bagadion and Korten (1985), Shepherd (1998), Uphoff (1985), and the World Bank (1992) are among those providing data to support this perspective. Development communication supports the shift toward a more participatory approach, and its inclusion in development work often results in the reduction of political risks, the improvement of project design and performance, increased transparency of activities, and the enhancement of

people's voices and participation"³. One of the main premises on which the research connected with the MarGov project is built on, as well as that of the LAMP is the need for the incorporation of stakeholder participation into marine resource governance.

The MarGov project has five specific objectives:

1. Construct a conceptual framework for applied research on marine resource governance
2. Investigate small-scale fisheries governance in the eastern Caribbean using cross-scale network analyses
3. Increase the capacities of research partners to undertake and use their own research
4. Facilitate the incorporation of the research results into initiatives related to marine resource governance for fisheries
5. Establish applied research into marine resource governance as a new demand-driven programme

Communication Research

The communication research of the LAMP project proves to be a vital success factor, through the provision of very useful information for application towards other developmental projects throughout the Caribbean. This unprecedented opportunity to closely examine and study research policy linkages within Dominica and Grenada, the impact of marine policy which is linked to research programmes aimed at mobilizing knowledge and stimulating learning to enhance future policy-making, as well as various aspects of project communications holds wide reaching implications for natural resource management and project management.

The communication research will also investigate the various methods of communication that could be used to increase uptake of project outputs, increase buy in and influence policy.

The major aim of this communication research is to investigate the link while improving the communication between research and policy through understanding the people, the pathways and products within that shared context.

Through the use of appropriate and measurable indicators, the investigation will attempt to assess whether the communication strategy is responsive to the needs of the target audience and if it is taking the approach necessary to meet the project objectives outlined in the strategy and plan.

Through participatory monitoring and evaluation (PM&E) of the processes and products, the research will review successes and shortcomings, and, as a result, aim to improve project communications for more successful outcomes.

The objectives for communication research within the overall LAMP project are: ?

³ Development Communication Sourcebook, Broadening the Boundaries of Communication. Paolo Mefalopulos, The International Bank for Reconstruction and Development/The World Bank © 2008.

- Determining the communication products and pathways for influencing policy makers and other key change agents on effective regional fisheries and managed marine area governance
- Establishing policy focus groups in Dominica and Grenada to support peer learning, best practices information sharing and how to replicate/expand these practices
- Developing communications strategies for marine resource governance and improvements covering a range of users/decision makers from practitioner to policy level.

An inventory of existing communication pathways has been catalogued and a determination has been made of which methods are more effective and efficient for the purpose of distributing information from the LAMP project to the project's target audiences. Through the incorporation of stakeholder involvement, the appropriate methods and channels through which the members of the target audience can be engaged were determined. This participatory method was used to ensure the most suitable methods for each group were and continue to be utilized.




Due to the limited exposure of target audiences to the concepts and terminology associated with the project, in addition to various cultural differences which exist within and between study sites, the communication material has and will continue to be specifically tailored to the various target audiences. Furthermore, all communication between the project team members and the members of the target audience will demonstrate respect and the use of appropriate language carefully chosen for the audience for which it is intended. The communication research will also be used to highlight the challenges that are faced in communicating research for policy and how these challenges can best be overcome.

Table 3: Communication plan for 8 month period: February 2010 to September 2011

Schedule	Communication Activity
February 2010	<ul style="list-style-type: none"> • Meeting with Chief Fisheries Officer of Dominica • Introductory Presentation on LAMP to Moliniere/Beausejour MPA stakeholder committee • Articles in CERMES Connections
March 2010	<ul style="list-style-type: none"> • Workshop on the Soufriere/Scott's Head Marine Reserve Local Area Management Authority (SSMR/LAMA) • Meeting with Chief Fisheries Officer of Grenada
April 2010	<ul style="list-style-type: none"> • Workshop on drafting co-management agreement with Sandy Island Oyster Bed MPA (SIOBMPA) stakeholder committee • Articles in CERMES Connections
May 2010	<ul style="list-style-type: none"> • Completion of Draft Report on the Dominica SSMR LAMA
June 2010	<ul style="list-style-type: none"> • Distribution of the Executive Summary of the Draft Report on the Local Area Management Authority of the Soufriere Scott's Head Marine Reserve (SSMR) • Distribution of the Draft Report on the Local Area Management Authority of the Soufriere Scott's Head Marine Reserve (SSMR) • Presentation of the findings from Dominica SSMR LAMA with members of Grenada National MPA Committee • Focus group on communicating research with members of the Grenadian news media • Presentation of LAMP and research on LAMA at first stakeholder meeting of Woburn/Clarkes Court MPA. • Articles in CERMES Connections
July 2010	<ul style="list-style-type: none"> • Meeting with SSMR stakeholders to present and discuss the findings of the Meeting

Schedule	Communication Activity
	<p>on the Draft Report on the Local Area Management Authority of the Soufriere Scott's Head Marine Reserve (SSMR)</p> <ul style="list-style-type: none"> • Taping of regional panel discussion on "Communication between marine science and policy in the Caribbean: Is there a problem?" • Discussion on "How can the media assist in encouraging marine stewardship and promoting the cultures of conservation and responsibility needed for local area management?" with members of the Grenadian media in Carriacou
August 2010	<ul style="list-style-type: none"> • Website updating with additional products • Articles in CERMES Connections • Broadcast of radio and television PSAs (Grenada) • Exchange visit of SSMR stakeholders to SIOBMPA in Carriacou Grenada • Termination workshop in Carriacou, Grenada
September 2010	<ul style="list-style-type: none"> • Broadcast of radio and television PSAs (Grenada) • Completion of the editing of the Regional Panel Discussion 10 and 30 minute videos • CERMES Policy Perspective

10.3 PRESENTATION FOR SHARING FINDINGS WITH NATIONAL MPA COMMITTEE


Local Area Management Project (LAMP)

An SSMM short story

Centre for Resource Management and Environmental Studies (CERMES)
University of the West Indies, Barbados

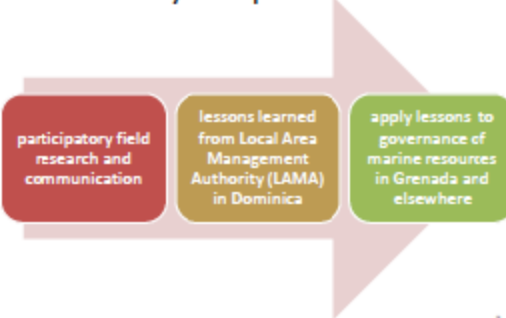
This communication was made possible by the generous support of the American people through the United States Agency for International Development (USAID) under the terms of its Cooperative Agreement Number S30-A-00-09-00100-00 (BIODIVERSITY THREAT ABATEMENT Program) implemented by prime recipient The Nature Conservancy and its partner the UWI Centre for Resource Management and Environmental Studies. The contents and opinions expressed herein are the responsibility of the BIODIVERSITY THREAT ABATEMENT PROGRAM and do not necessarily reflect the views of USAID.

What is local area management?



- Summary version
 - Coastal settlement
 - Adjacent marine area
 - Resources valued by people in settlement
 - Area most important to users can be bounded
 - Formal or informal jurisdiction over area
 - Institutions (rules that guide our interaction) facilitate governance

Overview of LAMP research January to September 2010




participatory field research and communication

lessons learned from Local Area Management Authority (LAMA) in Dominica


apply lessons to governance of marine resources in Grenada and elsewhere

LAMP study sites

Dominica lessons learned



Grenada lessons applied



Governance expectations

Strengths, weaknesses, opportunities and threats (SWOT) analysis of existing LAMA – identify strategies for sustainable fisheries by improving LAMA and establishing others

Strategy for establishing LAMA or other management mechanism for community management of resources to reduce fishing pressure in and around MPAs

Communication expectations

Identify ways to influence decision making at local (community) and national (policy/legal) levels to produce greater community benefits and sustainable fisheries management practices

Develop communications products and training pathways for influencing policy makers and other key change agents on effective regional fisheries governance


Lessons from Dominica's Soutriere/Scotts Head Marine Reserve's LAMA

- ◆ Background
- ◆ Methods
- ◆ Key learning
 - Bio-physical/ecological
 - Socio-economic/livelihood
 - Governance/institutional
- ◆ Recommendations

DRAFT FOR DISCUSSION AND PARTICIPATION: SCOTT'S HEAD OR SOUTRIERE RESERVE

DRAFT REPORT EXECUTIVE SUMMARY
AN INSTITUTIONAL PERSPECTIVE ON THE
LOCAL AREA MANAGEMENT AUTHORITY OF THE
SOUTRIERE/SCOTT'S HEAD MARINE RESERVE, DOMINICA

Dr. Margaret M. Proulx and G. N. Nantel



Local Area Management Project (LAMP)
CARIBBEAN, UWI Cave Hill Campus
2010




Background

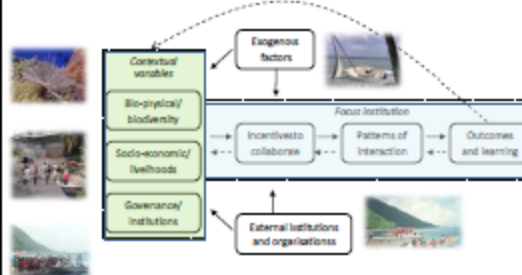
- Early 90's conflict between fishing and tourism
- Aim to sustain traditional livelihoods, resource
- Public education on MPA benefits from 1995
- Informal Local Area Management Authority
- LAMA and SSMR legalized as MPA in 1998
- Yachts banned from area; dive tourism okay
- LAMA chair and manager are powerful leaders
- Communities expect developmental benefits

Methods


- Documents
- Workshop
- Interviews
- Observation
- Interpretation
- Validation



Institutional analysis of LAMA



Key learning Bio-physical/ecological



- Inshore fishing less important than offshore
- Few alternatives to fishing for many young men
- Fishers are too poorly organized to benefit much
- Citizens want return of yachts for added income
- Livelihood opportunities mainly in ecotourism
- Entrepreneurial skills in area supposedly low
- Poverty should be taken more into account
- LAMA less interested in livelihoods recently

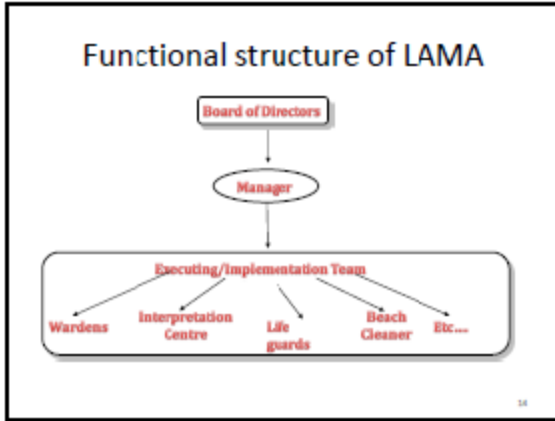
Key learning Socio-economic/livelihood

- Inshore fishing less important than offshore
- Few alternatives to fishing for many young men
- Fishers are too poorly organized to benefit much
- Citizens want return of yachts for added income
- Livelihood opportunities mainly in ecotourism
- Entrepreneurial skills in area supposedly low
- Poverty should be taken more into account
- LAMA less interested in livelihoods recently

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graph TD
    MB[Management Board] --> P[President]
    P --> ECB[Executive Board & Customer]
    P --> SDD[Strategic Development Division]
    P --> C[Committees]
    C --> ODC[Operational and Development]
    C --> SCR[Scientific & Research]
    C --> EC[Educational Committee]
    C --> FC[Finance Committee]
    P --> SM[Secretary (Manager)]
    SM --> M[Manager]
    M --> OP[Operations Personnel]
  
```

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Key learning

Governance/institutional

- Institutional designs of the SSMR and LAMA were forward-thinking with much public consultation
- Useful draft management plan was dismissed
- No attention to succession, communication
- Unmanaged conflict within LAMA, little learning
- Legal institutional details not well developed
- Free-riding community groups are problematic
- MPA worked better with salaried manager

-

Recommendations

- Conduct more thorough institutional analysis
- Review management plans for best practices
- Measure MPA management effectiveness
- Hire immediate full-time manager for SSMR
- Develop MPA sustainable financing plan
- Review legal-administration of SSMR/LAMA
- Re-structure LAMA to have small executive
- Develop a communications strategy and plan

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- ## Recommendations
- Network closely to community development
 - Develop foundation for benevolent funding
 - Initiate orientation and career training
 - Create linkages between SSMR / other MPAs
 - Align the SSMR vision, mission and objectives
- Make the LAMA a more resilient institution...
need policy to facilitate self-organisation to build adaptive capacity using a participatory approach

Recommendations

- Network closely to community development
- Develop foundation for benevolent funding
- Initiate orientation and career training
- Create linkages between SSMR / other MPAs
- Align the SSMR vision, mission and objectives

Make the LAMA a more resilient institution...
need policy to facilitate self-organisation to build adaptive capacity using a participatory approach

- 36

Participants List

Participant	Organisation and address	Contact number	Email address
Cecil McQueen	Beausejour Community	(473) 416-4347	
Christine Finney	Grenada Scuba Diving Association (GSDA) Eco Dive	(473) 405-7777	christine@ecodiveandtrek.com
Ian Noel	Grenada Ports Authority	(473) 403-9314	allauno@hotmail.com
Chris Joseph	Ministry of Environment, Foreign Trade and Export Development	(473) 415-2226	krispjj@hotmail.com
Daniel Lewis	Ministry of Agriculture	(473) 405-4369	dannypoo2009@hotmail.com
Roland Baldeo	Fisheries Division	(473) 440-3814 /3831	rolandbaldeo@hotmail.com
Crafton Isaac	Fisheries Division	(473) 440-3814 /3831	crafton.isaac@gmail.com
Lisa Chetram	Fisheries Division	(473) 405-5677	ljc_92@hotmail.com
Hermione Bruno	Fisheries Division	(473) 418-6803	sisterhums@hotmail.com
Danielle Ince	Ocean Spirits	(473) 417-3237	incedan@hotmail.com
Michael Church Jr	Ministry of Agriculture	(473) 405 - 5492	makanac23@yahoo.com

10.4 PRE-WORKSHOP PRESS RELEASE

The Soufriere/Scott's Head Marine Reserve (SSMR) holds the distinction of being one of only two legislated locally managed marine areas in the entire Eastern Caribbean, and now a US-funded research project is being conducted on this unique area to investigate what lessons learned from this decade old arrangement can be applied to the wider Caribbean and perhaps even the world.

The Centre for Resource Management and Environmental Studies (CERMES) of the University of the West Indies, Cave Hill Campus, in collaboration with The Nature Conservancy – a leading US conservation organisation – has embarked on a 9-month project that will use the successes and failures of the SSMR as a practical guide to advancing the good governance of coastal and marine resources in the Eastern Caribbean and beyond.

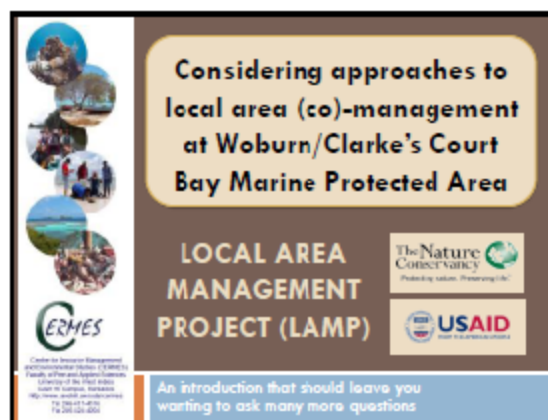
As such, the first official Dominica activity for this Local Area Management Project (LAMP) was an inception workshop by CERMES and the Dominica Fisheries Division held on Tuesday, March 9, 2010 from 9 a.m. The workshop at the Caribantic multipurpose facility in Scott's Head drew together key persons who were or still are involved in the management of the marine reserve.

LAMP's principal investigator Dr Patrick McConney said the SSMR was interesting for what it could reveal that could pave the way for other such local area management exercises, such as: what prompts collaboration or conflict among diverse stakeholders; how the living and working conditions of those people who depend on the SSMR could be sustained and still be compatible with marine conservation objectives; how the diversity of living organisms could be conserved to meet agreed upon protected area objectives; and how governance could be adapted in turn to meet the objectives for the survival of the people, fish, reefs and coastal ecosystems in the area.

Following the workshop, fieldwork and communication exercises held in Dominica, and the application of lessons to Grenada is the second phase of the project. The findings of the LAMP will ultimately be used to advance the work being carried out by TNC's *Marine and Coastal Biodiversity Threat Abatement in the Eastern Caribbean* Project, which is being funded through a grant from the United States Agency for International Development (USAID). The TNC's primary strategy is to help countries meet and then exceed their commitments to the Program of Work for Protected Areas (PoWPA) under the Convention for Biological Diversity (CBD) that will result in an effectively managed network of marine protected areas.

About 4% of the Eastern Caribbean's marine shelf is under some form of protection. However, less than 20% of these areas are judged to be effectively managed. TNC has stated that in order to improve the management of marine biodiversity resources, there must be improved capacity for managing the marine environment in zones of use; policies and regulations that support management of marine biodiversity; economic development, benefit sharing, involvement of users in biodiversity management; and educational outreach to involve the public, business interests and policy decision makers. LAMP contributes to these initiatives.

10.5 PRESENTATION HANDOUT FOR MEDIA IN GRENADA



Considering approaches to local area (co)-management at Woburn/Clarke's Court Bay Marine Protected Area


LOCAL AREA MANAGEMENT PROJECT (LAMP)

The Nature Conservancy
Protecting nature. Promoting life.

USAID
United States Agency for International Development

An introduction that should leave you wanting to ask many more questions

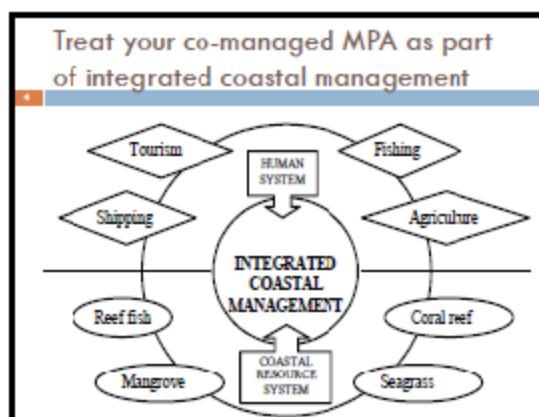
What is local area management?



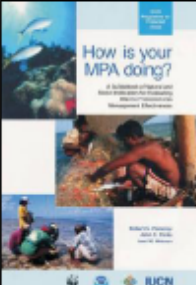
- Summary version
 - Coastal settlement
 - Adjacent marine area
 - Resources valued by people in settlement
 - Area most important to users can be bounded
 - Formal or informal jurisdiction over area
 - Institutions (rules that guide our interaction) facilitate governance

Know what a marine protected area is, and what **yours** is expected to achieve

- Definition: A clearly defined geographical space, recognised, dedicated and managed, through legal or other effective means, to achieve the long-term conservation of nature with associated ecosystem services and cultural values
- Craft a MPA management plan early using participatory processes to decide objectives




Learn about how best to monitor MPA management effectiveness...and do it



- For an MPA to succeed you need to regularly monitor and evaluate how and why its goals and objectives are, or are not, being met
- Find out about globally accepted simple ways of doing these checks

Stakeholders...know **who** they are, and **where** they are, and get them involved

- People and groups whose interests, resources, power or authority result in them being likely to substantially impact, or to be impacted by, management or the lack of it
- Stakeholder identification and analysis



Know what co-management is, and how to make it succeed in your local situation

- Co-management: Sharing responsibility and authority for managing resources (related to the MPA) between government and organised stakeholders



- Conditions for success: boundaries, resource, organisations, trust, respect, social-cultural fit, leadership, conflict management, etc.

Know the types of co-management

Consultative co-management	Collaborative co-management	Delegated co-management
Government interacts often, but makes all of the decisions	Government and the stakeholders work closely, and share decisions	Government lets formally organised users or stakeholders make decisions

Government has the most control



People have most control

Choose which type of co-management fits your situation
Consider the conditions for successful co-management

Know the phases of co-management

Pre-implementation	Implementation	Post-implementation
<ul style="list-style-type: none"> Realise need for change Meet and discuss change Develop new management 	<ul style="list-style-type: none"> Try out new management Educate people in new ways Adjust and decide what is best 	<ul style="list-style-type: none"> Maintain best arrangements Resolve conflicts and enforce Accept as standard practice

Getting co-management right takes time....be patient, experiment, learn

LAMP study sites

Dominica lessons learned



Grenada lessons applied



LAMP research conducted Jan - Sep 2010

participatory field research and communication

lessons learned from Local Area Management Authority (LAMA) in Dominica

apply lessons to governance of marine resources in Grenada and elsewhere

Lessons from Dominica's Soufriere/Scotts Head Marine Reserve's LAMA

Background

Methods

Key learning

Bio-physical/ecological

Socio-economic/livelihood

Governance/institutional

Recommendations

DRAFT REPORT END/REVIEW SUMMARY

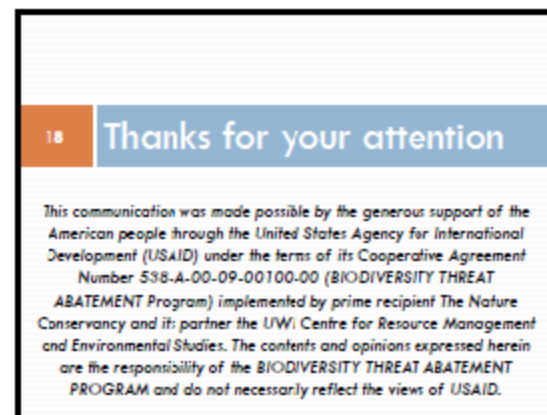
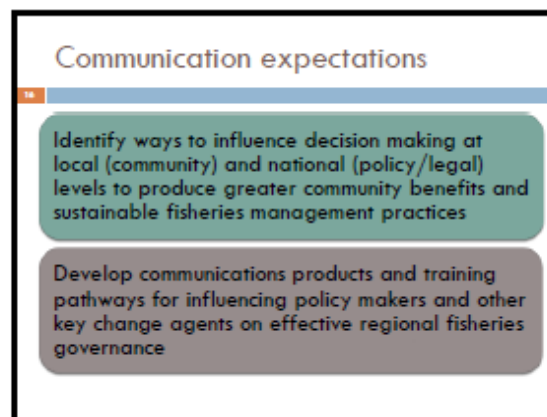
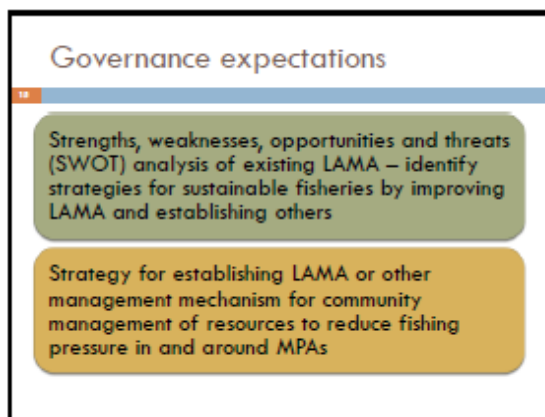
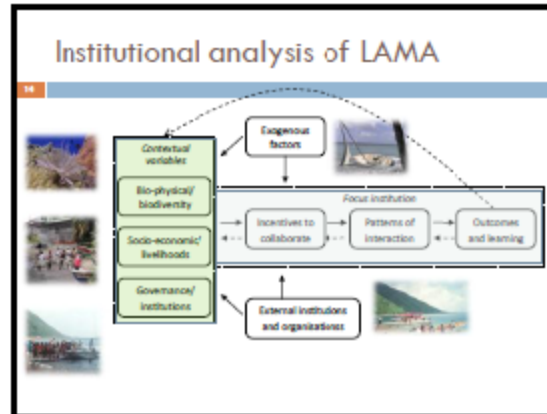
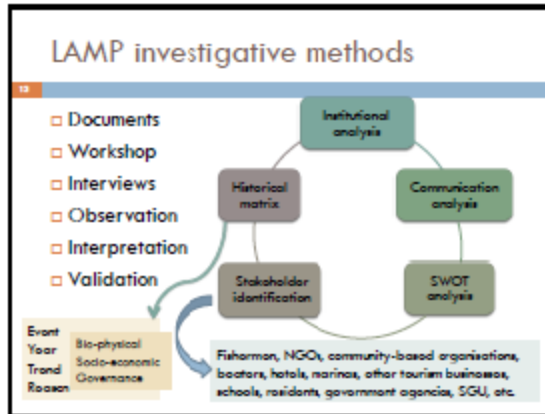
AN INSTITUTIONAL PERSPECTIVE ON THE LOCAL AREA MANAGEMENT AUTHORITY OF THE SOUFRIERE/SCOTTS HEAD MARINE RESERVE, DOMINICA

BY ANTHONY M. POLAK, C. DUBOIS



Local Area Management Project (LAMP)
CERES, DRAFT Cave Hill Campus
2010





10.6 CARIBBEAN CHALLENGE

The Caribbean Challenge Marine Initiative

Building Political Support and Ensuring Long Term Financing to Protect the coral reefs and natural Treasures of the Caribbean

INTERNATIONAL CORAL REEF INITIATIVE (ICRI)

General Meeting, Washington DC, 22-25 January, 2008

In Brief: Several Caribbean island nations have come together with the Conservancy, local NGOs and other stakeholders on an unprecedented project to legally protect at least 5 million hectares of marine habitat and to ensure the effective management of at least 2 million hectares of new and existing protected areas over the next six years. Ensuring the long term sustainability of these systems will require an ongoing and stable source of funds. As part of that effort, the governments of The Bahamas, the Dominican Republic, Jamaica, Grenada, St. Vincent and the Grenadines, Antigua and Barbuda, Dominica, St. Kitts and Nevis, St. Lucia and the Conservancy are working to set up national level protected area trust funds. The protected area trusts will be created with an endowment to provide sustainable long term funding as well as a revolving fund to manage funding from bilateral and multilateral agencies and from other conservation finance mechanisms, such as tourism and/or development derived protected area fees, environmental levies, etc

Participants: Caribbean National Governments, Bilateral and Multilateral Organizations, local Non-Governmental Organizations (NGOs), The Nature Conservancy.

Why? The Caribbean Basin has almost 8,000 square miles of coral reefs that sustain a wealth of biodiversity. The Caribbean Sea is teeming with more than 1,400 species of fish and its waters support six of the world's seven species of endangered sea turtles during key stages of their lifecycles. The region is also home to some 300 bird and mammal species found nowhere else on Earth. Millions of people depend directly on the region's natural resources for food and income. Currently, just seven percent of the coastal Caribbean Basin is under any form of protection. However, the Caribbean is well poised for long-term conservation efforts as it is a region with few conflicts, a thriving tourism economy and a high rate of literacy. Creating effective protected areas is one of the most efficient methods of ensuring long term conservation of lasting healthy habitats that support human and natural life.

How: By declaring new protected areas, effectively managing systems of protected areas, creating conservation trust funds and other conservation finance mechanisms to ensure financial sustainability and creating demonstration sites to showcase best practices.

- Supporting countries fulfill commitments to the Programme of Work on Protected Areas.
- Legally protect at least 5 million hectares of marine habitat and effectively manage at least 2 million hectares of new and existing marine protected areas.
- Ensuring sustainable financing of these national systems of protected areas through the creation of national level protected area trust funds and other conservation finance mechanisms, such as tourism and development derived protected area fees, environmental levies, etc.
- Creating demonstration sites showcasing conservation best practices that can be replicated throughout the wider Caribbean.

Milestones

- In 2004, at the seventh Conference of the Parties under the Convention on Biological

Diversity (COP-7), the governments of 188 countries signed a unified goal, known as the Program of Work on Protected Areas (PoWPA), to create a global network of ecologically-representative, effectively managed and sustainably funded protected areas by 2012.

- Under the PoWPA, the Caribbean nations of Antigua and Barbuda, Bahamas, Barbados, Belize, Cuba, Dominica, Dominican Republic, Grenada, Haiti, Jamaica, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, and Trinidad and Tobago have committed to protect 10 percent of representative terrestrial and marine ecosystems by 2010 and 2012 respectively.
- Over the past 4 years, the governments of the Bahamas, Dominican Republic, Grenada, Jamaica, and St. Vincent and the Grenadines, supported by the Conservancy, have begun to fulfill these commitments via the completion of master plans for each country's national system of protected areas. These plans identify the financial, staffing, and biological gaps that hinder the effective management of these national systems of protected areas.
- At the Eighth Conference of the Parties of the Convention of Biological Diversity (COP8) during the launch of the Micronesia Challenge, Grenada committed to protecting 25 percent of both its marine and terrestrial resources by 2020. Previously, the Bahamas had pledged to place 20 percent of its marine resources under protection. Together, Grenada and the Bahamas spearheaded the efforts to create the Caribbean Challenge Marine Initiative.
- Recently, the Dominican Republic, Haiti and Cuba signed the Santo Domingo Declaration to create a biological corridor between these three nations. This effort will help these countries achieve their goal of creating effectively managed protected areas in 10 percent of their marine habitats.
- The Conservancy is working with the Global Environmental Facility and Caribbean national governments to attract other partners and donors such as environmental NGOs and European entities.

10.7 NEWSPAPER ARTICLE “MOVES ON TO PROTECT MARINE RESOURCES”

Efforts are moving ahead speedily to develop marine resource protected areas in the State of Grenada through a project called, Local Area Management Project (LAMP).

LAMP which focuses on marine resource protected areas was introduced to members of the media last week Thursday at the Tropicana Inn by Dr. Patrick McConney who is the Senior Lecturer at the University of the West Indies, Cave Hill Campus for the Centre for Resource Management and Environmental studies.

The marine science research is being carried out by the Centre for Resource Management and Environmental studies in conjunction with the United States Agency for International Development (USAID), The Nature Conservancy (TNC), and in collaboration with the Grenada Fisheries Division of the Ministry of Agriculture.

Dr. McConney said the three agencies are working towards a common cause of improving marine resource governance, sustainable use of marine resources by diversity conservation.

According to him, TNC is interested in the success of a network of protected areas.

Grenada is one of the two focused countries where the project is being undertaken. Dominica is the other country.

There are also included in a larger project called Marine Resource Governance (MarGov) that covers the entire Organisation of Eastern Caribbean States (OECS), Barbados, and Trinidad and Tobago.

He said their interest in MarGov is to see the sustainable use of how people treat marine resources.

“So we are looking at a whole range of uses, and the whole range of users in the topic of marine resource governance,” he said.

Dr. McConney said under the OECS Fisheries Act, there is provision for LAMP. He said the two countries that have used that for marine protected areas are Dominica and St. Lucia.

He said Grenada was chosen for the project as it has a very active marine protected area, and so it was felt that this is an opportune time to see how the lessons for the two other OECS countries could be incorporated in a dynamic situation.

In Grenada attention is being given to Sandy Island in Carriacou, Moliniere/Beausejour and Woburn/Clarke’s Court Bay on the main land.

Dr. McConney said the project will take the form of participatory research which includes interaction with people, and by conducting workshops.

Some of the methods being used for the research include a historical analysis of the marine resources, the behaviour of the residents, and management and governance of the areas.

According to Dr. McConney they would like to determine what interest is there in local area management.

“So local area management is trying to determine, in Dominica and in Grenada and under this project, what is the scope for citizens and organizations of citizens working with government agencies, working with universities, working with overseas agencies to manage resources near to where they live on a local basis. So when you look at Sandy Island, in the case of Grenada... when you look at Moliniere/Beausejour, when you consider Woburn/Clarke’s Court Bay, do you think as citizens here that if you live in the area, you should have a sense of ownership and control over the resources?” he asked.

The University Lecturer felt there is need for coastal management.

He observed that most coasts around the Caribbean have multiple uses and multiple users including yachting and fishing who do not often find themselves collaborating in a conflict.

He sighted the need for there to be an agency to decide how those competing uses can be matched to each other for the greater good.

Dr. McConney indicated that unless there is “good research” to inform policy, policies may not be successful.

“And unless there is ‘good policy’ that enables research to provide an input, and simply not things that are published... then we are wasting resources. The talent and the creativity of Caribbean people are being wasted unless we have that action through communication,” he said.

Local Coordinator of the Marine Protected Area Programme, Roland Baldeo who also addressed the media said they are currently preparing the Sandy Island Oyster Bed Marine Protected Area, and the Moliniere/Beausejour Marine Protected Area.

The Carriacou Project will be launched on July 31, while the other project will be launched on September 5.

Baldeo said that at the two projects they have engaged stakeholders participation through a management model that has been adopted.

“So whereas in the past government had the sole responsibility of managing, now we are seeing an interest in the different areas where the public, the stakeholders, the community groups would participate with government in managing,” he said.

At Sandy Island it is intended that the reefs, the oyster bed, the mangroves will be protected.

Baldeo said they are now undertaking a public awareness programme to ensure that those projects are protected.

He said in Carriacou and Petite Martinique a public education on the importance of conservation was done in all of the schools there.

The Local Coordinator said a public road show will also be done in Carriacou sometime during the week preceding the launch of the Sandy Island Oyster Bed Marine Protected Area.

Baldeo believes there will be tremendous employment opportunities coming out of those projects for the residents in those areas.

He said there will be many activities taking place at Sandy Island at which people can participate and earn livelihoods.

Policing of the Marine Protected Area in Carriacou is high on the agenda.

Baldeo indicated that there are Marine Protected Area Regulations in place.

According to Baldeo, the Ministry of Carriacou and Petite Martinique Affairs together with the Fisheries Division will be appointing Marine Protected Area Wardens.

He said at present there are two boats under construction and are due to be launched sometime this month for the enforcement of the regulations.

10.8 NEWSPAPER ARTICLE “MEDIA TO JOIN THE FIGHT IN MARINE CONSERVATION”

Members of the local media have been encouraged to join the fight in helping to educate nationals about the values and importance of the marine environment.

The call to the media came in wake of the recent launch of the Sandy Island/Oyster Bed Marine Protected Area (SIOBMPA) in Carriacou.

Media representatives from the mainland who journeyed to the sister island for the historic launch were brought on a guided boat tour of the Sandy Island Oyster Bed where they were enlightened about the significance of having the area declared a Marine Protected Area (MPA).

The purpose of the tour which ended at the mangroves of the Oyster Bed was also geared at informing the media on matters of marine science, MPA’s, local area management authority, marine stewardship, and conservation and responsibility.

One of the persons who conducted the boat tour, Luther Rennie said it is intended to have the area be kept as close to nature as far as possible.

Rennie who is the out-going chairman of the SIOBMPA said the area will now be declared for having non-exclusive boating activities.

However, according to him, the management board will promote cannoning which is expected to provide some form of income for the people.

He also said through this, they will more likely be able to preserve and police the area.

The management board has already put in place wardens to police the MPA, but Rennie said they would not only depend on them, but will engage in self-policing.

He said for anything being developed in the area there must be participation by the people living there.

“We want Carriacouans to feel that this is theirs and they must protect it. They must feel that it is so important that our children and our children’s children must see it, we cannot have this failing,” he said.

Rennie voiced concern for the protection of the environment, pointing out that the area must be preserved at all costs.

He felt that infrastructural development on the roads within the vicinity of the Oyster Bed should be guarded.

He said it is causing the silt to come into the area causing the main entrance to become shallower.

According to the out-going chairman, the Oyster Bed is a major spawning area for fish, not only in Carriacou, but throughout the entire chain of Grenadine islands.

However, he indicated that it has been noticed over the years that the fish stock has been diminishing.

He saw the need to venture out on an educational drive, especially for the people who reside within the MPA.

“It has been bothersome and now that we have been getting the message across that if we are able to preserve the area, the area being a natural nursery that in the future the stocks will rise significantly and they will be better off,” he said.

A variety of species of fish are known to spawn in the area.

10.9 NEWSPAPER ARTICLE “AUTHORITY VESTED IN THE PEOPLE OF CARRIACOU”

Full autonomy has now been given to the people of Carriacou and Petite Martinique for the management of its marine resources.

This has come in the wake of the signing of the Sandy Island/Oyster Bed Marine Protected Area (SIOBMPA) Co-Management Agreement between the National Marine Protected Area (MPA) Management Committee and Sandy Island/Oyster Bed Co-Management Committee that took place in Carriacou last weekend.

The signing was done by the Cabinet-appointed Chairman of the National Marine Protected Area, Justin Rennie and Chairman of the Sandy Island Oyster Bed Management Board, Davon Baker.

The signing formalized an agreement where the National MPA Management Committee that is appointed by Cabinet and is vested to manage MPA's handed over some of its authority to the Sandy Island/Oyster Bed Co-Management Committee in Carriacou.

In his remarks Rennie indicated that the role of the National MPA Committee is not to control the Carriacou Management Stakeholders Board.

He said their role is just to provide support to whatever activities were being undertaken.

According to him, the MPA Regulations did not really cater for this level of “grass-roots” management.

He said as a result they felt the need to decentralize the management of MPA's.

Rennie spoke of the importance of the MPA's.

He said the real importance of having the MPA is to protect the biodiversity of the marine ecosystem.

However, he said there are economic benefits through tourism and other activities.

Rennie who is the Chief Fisheries Officer said that in 2008 he felt that there was need for something to be done in resurrecting MPA's after there was some level of dormancy after Moliniere/Beausejour, and Woburn Clarke's Court Bay were declared as MPA's in 2001.

According to him, in 2008 there was the political will and support to coordinate the MPA Programme which was almost nonexistent.

He said with the coming into Office of the Tillman Thomas Government, it was recognized that environmental protection and management was priority for the administration.

“When we presented the names of the MPA Management Committee, Cabinet, to my great surprise, speedily accepted it and nominated the Management Committee,” he said.

Chairman of the Board, Baker spoke of Carriacou being a very unique, special and remarkable place with its natural environment.

He said the entire membership of the Board understands that declaring the park an MPA is just the beginning of the implementation phase, and gave the undertaking that they will do an excellent job in managing the resources with the support of the national committee.

“I think that we have a foundation that we can build on and we’re prepared... to go forward from here and to take the Sandy Island/Oyster Bed Marine Park to great heights. It’s a unique thing,” he said.

Baker pledged the Board’s willingness to continue working along with the community.

Out-going Chairman of the Sandy Island/Oyster Bed Management Board, Luther Rennie believes that after a long and tedious effort to get to the point of being able to protect the marine resources on the sister island there will now be more community participation which, he said would bring communities together.

Rennie who was quite instrumental in organizing community consultations that were organized by the Fisheries Division said he now sees the MPA as a unifying factor.

The out-going Chairman believes it can also serve as the turning point in the economic downturn.

“When the economy finally turns around, I think we will be on the way riding the waves,” he said.

Project Manager of the Sustainable Grenadines Project, Martin Barriteau who also addressed those gathered said he is satisfied that management of the area is now vested in the people.

He said it is fitting that the community now forms part of the management of the SIOBMPA which is a legally-binding agreement between the national committee and the local committee to manage the Sandy Island area.

Barriteau who has been involved in the Sandy Island project for a number of years also saw the management of climate change benefiting from the project.

He felt that the only way climate change can be addressed is by protecting the Sandy Island/Oyster Bed through the coastal protection of the mangroves.

10.10 NEWSPAPER ARTICLE “SANDY ISLAND/OYSTER BED DECLARED A MARINE” PROTECTED AREA

After nearly ten years of community consultations, research and planning in Carriacou, the Sandy Island/Oyster Bed Marine Protected Area (SIOBMPA) is now declared a protected area.

The official declaration came from Prime Minister Tillman Thomas last Saturday during the launching ceremony of the SIOBMPA in front of the Regatta Jupa on Main Street, Hillsborough.

Prime Minister Thomas spoke of the accomplishment as being special for himself and the two-year old government, and the people of Grenada, Carriacou and Petite Martinique.

He said the government regards the park as a marine protected area as finding and implementing ways to ensure sustainable development and meaningful protection of the country’s resourceful, but fragile environment.

“By formally declaring the Sandy Island/Oyster Bed a Marine Protected Area, we are instituting protection with the force of law of the natural and cultural resources of the area of the sea so that its productivity for the social and economic benefits of present and future generation of our people may be increased,” he said.

The Prime Minister believes that as a result of declaring the park a protected area, the people can expect to see an increase in the fish stock, a cleaner environment, and an upswing in the arrival of eco-conscious tourists on the island.

He urged the people to see the park as part of a comprehensive coordinated plan for the full sustainable development of the management of the resources of the State of Grenada.

The Prime Minister said the management of the Oyster Bed calls for a collaborative effort by the relevant government departments, other stakeholders, and the local Carriacou community.

He admonished them to take ownership of the Oyster Bed and ensure that the community shares in the benefits that are derived.

However, he indicated that in order for them to obtain benefits they have to be organized.

He also admonished all private individuals who have a passion for business to start exploring business initiatives that can capitalize, harness and export the fish stock and the natural landscape, with a promise of government’s support in the form of incentives for such developmental initiatives.

“If you are properly organized, you yourself would attract funding to maintain, not only the Oyster Bed, but maintain other aspects of traditional, cultural heritage in your community,” he said.

Present at the launching ceremony was the United States Charge d’Affaires, Bernard Link.

Link said the United States Government’s support for the project is part of a seven million dollar regional project that has been supporting various activities in the Eastern Caribbean.

He said it also helped support the restoration of mangroves, and also supported the development of another Marine Protected Area (MPA) in Moliniere, St. George's.

Link spoke of the rationale behind the financial support his government has been giving to MPA's.

He said from their experience it worked as it provides fishermen with improved catches after several years.

The US Diplomat said that particular phase of the project which focused on biodiversity was coming to an end.

However, he said he looks forward to engaging the government on addressing climate change issues in the future as part of the US Government's commitment under the Copenhagen Accord.

Minister for Carriacou and Petite Martinique Affairs, Senator George Prime who joined Roman Catholic Priest, Fr. James McDonnell in blessing the MPA Patrol Boat was elated that the SIOBMPA is now a reality, and that it is a time to rejoice.

Sen Prime said the project is viewed as a major investment for the people of Carriacou and Petite Martinique.

He spoke of the wardens of the park having dual responsibilities.

The Government Minister admonished them to see themselves as ambassadors of the State of Grenada, while encouraging them to carry out their duties in servility.

"While they must be visible, they must not be heard. We want to make sure that the work that they are involved in to ensure that the tourists continue to come must be one that you tamper certainly the language," he said.

Cabinet-appointed Chairman of the National MPA Management Committee who also addressed the launching, Justin Rennie said the launching should be a model for small island developing States.

Rennie said the declaration comes at a time of an increasing demand on the economic, social and recreational value of marine resources.

He recognised the people of Carriacou and Petite Martinique for their role and leadership in appreciating the importance of conserving critical marine species and protecting delicate habitats which he believes would contribute to the economic and social well being of current and future generations.

Rennie admonished the people to engage in activities that would enhance sustainable development, management and utilization of the marine resources in the area of the Grenada Bank.

He also encouraged them to avail themselves of the technologies which would provide the requisite data and information to assist in improving management within the waters of the Grenada Bank which, according to him, shows healthy resources of corals and holds well for the sustenance of the fishing stock and the livelihood of the fisherfolk who depend on them.

Rennie who is the Chief Fisheries Officer said the project fits in with the thrust of the Fisheries Division to enhance the management and development of the fishing sector.

There are now three MPA's in the State of Grenada.

They are Sandy Island in Carriacou, the first to have been launched, Moliniere/Beausejour, and Woburn/Clarks Court Bay on the mainland.

At the SIOBMPA while seine fishing will be allowed in designated areas, all methods of reef fishing and turtle harvesting are no longer allowed.

In an effort to preserve the mangroves there shall be no cutting, all boats within the MPA have to use the moorings since anchoring is prohibited, along with jet skiing or water skiing.

The SIOBMPA comprises an area of 787 hectares on the southwest coast of Carriacou. Beginning on the northern end, the protected area encompasses the mangroves of Lauriston Point in Hillsborough Bay, the shoreline through L'Esterre Bay, Point Cistern, and the north end of Tyrrel Bay including its mangrove system.

The SIOBMPA also extends out into the sea and encompasses Sandy Island, Mabouya Island, and the Sister Rocks.

10.11 SIOBMPA TOUR AND LAMP MEDIA SESSION PARTICIPANTS

Local Media

- 1. FRANCIS ST. HILLAIRE** FLOW TV
- 2. WAYNE MODEST** NEW TODAY NEWSPAPER
- 3. JOHNSON RICHARDSON** INFORMER NEWSPAPER
- 4. RIA MURRAY** MAITHLAND TELEVISION
- 5. ROYSTON MAITHLAND** MAITHLAND TELEVISION
- 6. RICHARD PETERS** COMMUNICATION UNIT – MIN.OF AGRICULTURE

National MPA Management Committee

- 1. RONALD HAYWOOD** GRENADA PORTS AUTHORITY
- 2. PETER THOMAS** SCIENCE AND TECHNOLOGY COUNCIL
- 3. LIMA FREDERICK** MINISTRY OF TOURISM
- 4. SUSAN CADORE** GRENADA BOARD OF TOURISM
- 5. LISA CHETRAM** MPA COMMITTEE SECRETARY

SIOBMPA Management Committee

- 1. LUTHER RENNIE** DEPUTY CHAIRMAN

10.12 AUDIO AND AUDIO VISUAL PSA SCRIPT (GRENADA)

I'm Francis Urias Peters... As a young boy I grew up by the sea so I understand the value of marine life and now The Grenada Government is encouraging citizens to play a meaningful role in the protection of our marine resources.

In Grenada there are three designated Marine Protected Areas or MPAs: Molinere/Beausejour, Sandy Island and Oyster Bed in Carriacou and the Worburn/Clarkes Court Bay. By protecting our marine areas, we are also protecting our fishing industry, and our way of life. So that is why the Fisheries Division is appealing to citizens and especially those who live near these Marine Protected Areas to assist in local management and protection.

If we continue to pollute and destroy our bays, our beaches, our reefs and mangroves, then we are destroying our future and our children's future.

I 'm supporting Grenada's Marine Protected Areas initiative. Come on board, play your part.

A message from the Fisheries Division: Ministry of Agriculture, the Nature Conservancy and USAID