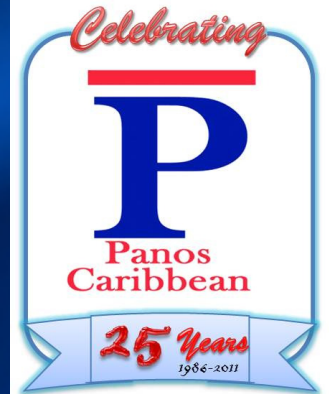


Real People – Real Voices!
Panos Caribbean

**Panel 12: “Mainstream and
alternative media”**

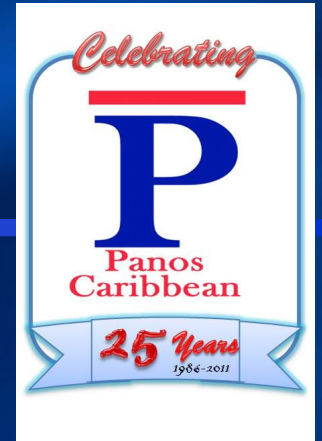


***Communicating climate change –
Has media done enough?
The Caribbean experience***

Jan Voordouw

**Asia Pacific Climate Change
Adaptation Forum, 12 March 2012,
Bangkok**

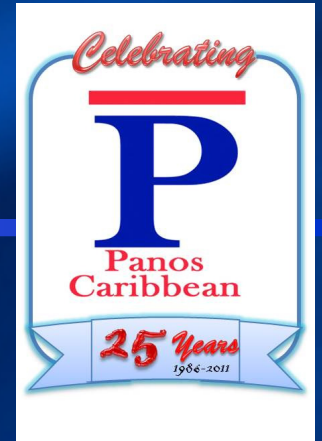
Panos in Jamaica since 2005



Panos developed an integrated training and development package:

- ☐ Community empowerment: example Mocho, Jamaica
- ☐ Youth empowerment
- ☐ Production and dissemination of quality information (journalistic fellowships)
- ☐ Innovative methodologies: “embedded” journalism; **cultural communication (artistes)**
- ☐ Deepen with: social media, science journalism, research communication

Communication context

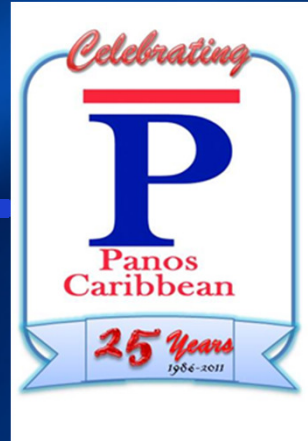


Communicating climate change perceptions:

1. Climate Change is a difficult issue to communicate because of technical jargon filled nature of the subject
2. There is still debate about the 'credibility of climate change'
3. The perception is that Climate change is not a public issue, but rather an 'academic and scientific' one.

(Debate at Bali UNFCCC 2007).

Analyzing media internationally

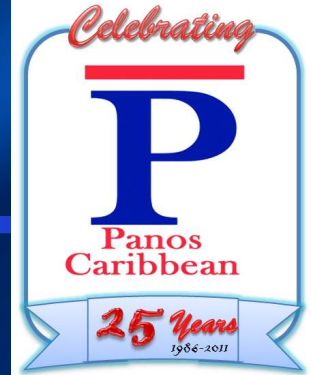


Coverage given to the UNFCCC's Copenhagen summit (2009) (*12 countries studied*):

- ☐ Media in all the countries tended to 'under-report' climate science (only 20% of media productions dedicates more than 10% of column space)
- ☐ Brazil and India provided the most coverage, followed by Australia and the UK
- ☐ Nigeria, Russia and Egypt gave the summit the least media space

(2010 study by Oxford University's Reuters Institute for the Study of Journalism international media)

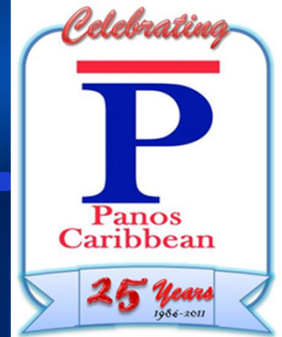
Focus on Jamaica – KAP study 2005



- ❑ General feeling of complacency towards climate change and its effects
- ❑ But strong to moderate interest in climate change
- ❑ Many think that the Government should play a stronger role in addressing the impacts of climate change on communities
- ❑ 48.3% reports only occasional exposure to media stories dealing with climate change and 91.7% would like to have more

(Jamaica Meteorological Service, 2005)

Jamaican media studies (Panos)



2005:

Low coverage: Jamaican media and journalists prioritize Issues such as crime, poverty and violence

Lack of resources: “Too few, too busy”. No time for covering climate change

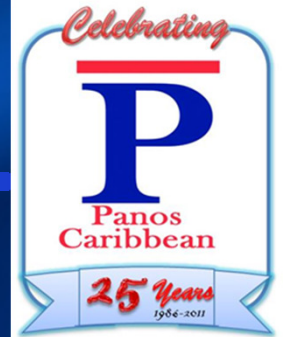
Little impact due to low coverage, although the quality is often fair

2009:

Content analysis shows increased media coverage – more stories but not yet of enough quality

(Panos Caribbean & Panos London)

Mochó Oral Testimonies project



- ☐ Deep rural community in Central Jamaica
- ☐ Panos trained 12 local people to collect testimonies relating to environmental change
- ☐ Brought out a book of testimonies (first book ever out of Mochó)
- ☐ Started youth journalist group
- ☐ Many media productions focused on climate change
- ☐ Further training of community people and institutional support community organisation
- ☐ People became empowered and started influencing policy

Mocho – bauxite mining



Mocho – mined out lands

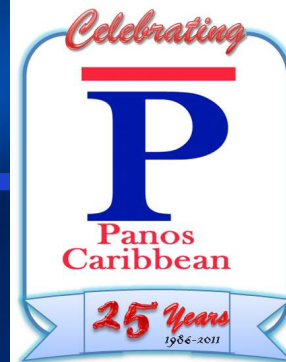




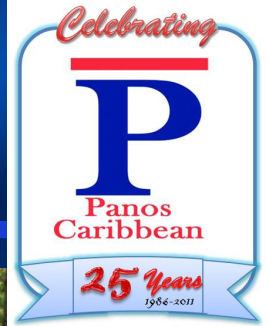
Panos Caribbean - Jamaica



Ready to start - In the studio



Interviews by Youth Journalists



Youth are empowered to gather and share information about climate change or disaster management



Voices for climate change education

Start in 2008 by Panos Caribbean with partners: National Environmental Education Committee, Met.Office, Env. Foundation of Jamaica and others

With popular reggae personalisties as climate champions (24 artistes)

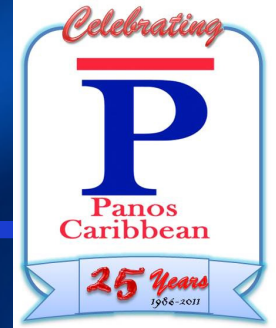


Results - Voices

- ☐ Package of media products, incl. theme song/music video
- ☐ Additional songs and PSAs
- ☐ School tours, community meetings. All involve mangrove or tree replanting. More “city tours” planned
- ☐ Sectoral workshops (for professionals)
- ☐ Jamaica’s nat. communication logframe, to be upgraded to National Communication Strategy on Climate Change



Achievements



- ❑ Media outreach. Population reached through stories printed , many radio interviews, Public Service Announcements played; Television interviews. *Television Jamaica, RE TV and JNN has given the Music Video continuous play over the two year period in addition to interviews on the project.* Online – press releases and videos on facebook & youtube. Partner websites
- ❑ Building multi-sector partnerships (NGOs, CBOs, academia, media, Govt, etc
- ❑ Behaviour change among artistes
- ❑ Sectoral sensitization and dialogue
- ❑ Policy impact (Vision 2030 & planning institute of Jamaica)

Achievements - international



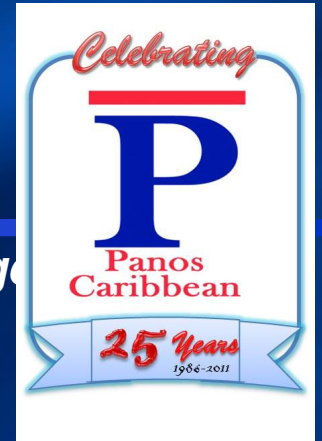
PCI Media Impact's My Island-My community Communication Work shop, St. Lucia 2010



Oxfam's Making Cities Resilient Seminar and Fieldtrip, Dominica Republic 2010

- Named a UN best practice communication project in 2011
- The Project's Theme Song Video was used as the opening item at the 3 days Film festival at COP 15, Copenhagen, 2009
- Caribbean Environment Health Institute Regional Conference 2010 in Montego Bay
- United Nations Climate Change Convention in Poland 2008 and in Copenhagen 2010
- Communicating climate change meeting in Barbados 2010,
- 350.org and Caribbean Youth environment regional youth workshop, Dominican Republic 2010 - *the video was also used in their video from the event*
- *British Council Climate Champion programme for 2010.*

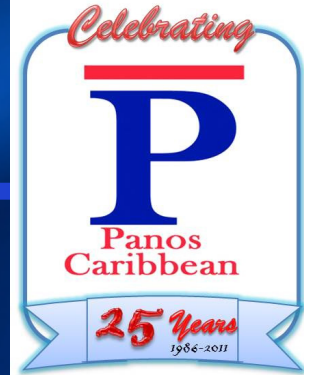
Recap: Panos in Jamaica since 2005



Panos developed an integrated training and development package

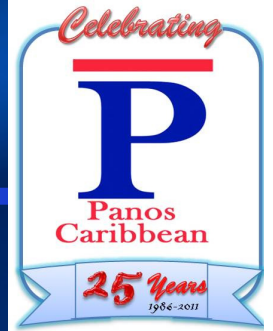
- ☐ *Community empowerment: example Mocho, Jamaica*
- ☐ *Youth empowerment*
- ☐ *Production and dissemination of quality information (journalistic fellowships)*
- ☐ *Innovative methodologies: “embedded” journalism; **cultural communication (artistes)***
- ☐ *Deepen with: social media, science journalism, research communication*
- ☐ **And more regional (institutional/network) outreach!! (Haiti, Dominican Republic as priority)**
- ☐ **Karipanou (partnership for natural resource management and governance)**
- ☐ **Climate Change Media Partnership (CCMP)**

Challenges to media



- ☐ Sources: No systematic dissemination hub in the region for climate change info (4 or 5 national languages)
- ☐ Honest voices: Huge gaps between scientists, policymakers, sectors and 'regular' publics
- ☐ Vulnerable sectors identified in national and regional climate change strategies still to be properly sensitised on climate implications for them
- ☐ Political buy in lacking – 108 leaders (Presidents, PM's) in Copenhagen but little political will to act on climate change

Panel discussion issues



- ❑ (1) Mainstream media is willing, but needs support (strategic interventions and capacity building) and a “conducive environment of action, debate, reaction”
- ❑ (2a) Social movements can be very effective, especially if reaching a critical mass. Community mobilization and culture are ways to do that
- ❑ (2b) Social media are excellent tools for filling the gaps of traditional communication (mass media, research and policy networking)
- ❑ (3 & 4) KAP studies to be expanded and repeated
- ❑ (5) Build “networked and participatory” M&E in all organisations at all levels, to be shared widely

Thank you!