**Objective:** To stimulate interest of key stakeholders to participate in the three dimensional model building exercise in Dominica during the period April 10th to April 14, 2015.

**Target groups:**
The groups being targeted for participation in the process are:

- Government agencies/ divisions with the responsibility for management in the Soufriere Scotts Head Gallion (SSHG) area inclusive of forestry and fisheries departments, environmental authorities, physical planning, lands and surveys, tourism, agriculture and water and electric utilities
- Resource users such as farmers, fisherfolk, tour guides and their organisations
- Private sector such as small and medium sized business owners and employees in the tourism, agriculture and other relevant sectors
- CSOs, including national non-profit organisations and academic institutes
- Community Based Organisations (CBOs) (e.g. village councils, church and youth groups, school clubs) and local community residents

**Mobilisation strategies:**

<table>
<thead>
<tr>
<th>Target group</th>
<th>Mobilisation strategies</th>
</tr>
</thead>
</table>
| Informants   | • Letters sent to policy makers and other key stakeholders (heads of key government agencies, CSOs and CBOs)  
               • Direct e-mails and letters sent to community group leaders  
               • Direct e-mails and letters sent to key stakeholders to stimulate other informants  
               • Follow up e-mails and telephone calls to appointed representatives of organisations  
               • Convening a committee with Terms of Reference and hosting meeting |
- Reminder telephone calls
- Press releases
- Flyers in the communities participating in the exercise
- Hosting of project webpage and Facebook posts on CANARI’s site
- Source, as much as is possible, materials and supplies from informants

**Workplan:**

<table>
<thead>
<tr>
<th>Phase</th>
<th>Activity</th>
<th>Responsible*</th>
<th>Support and informed</th>
<th>Resource</th>
<th>Output</th>
<th>Timeframe</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Phase 1: Planning</strong></td>
<td>Perform stakeholder identification and analysis to identify residents of SSHG with natural resource-based livelihoods (e.g. farmers, hunters, fisherfolk)</td>
<td>Keisha Sandy, Brendan Defoe</td>
<td>Ministry of Agriculture CATS/GIZ</td>
<td>Community mobiliser with knowledge of the resource</td>
<td>Stakeholder analysis</td>
<td>March 20</td>
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<td></td>
<td>Prepare concept note and flyer for target groups to build understanding of objective of the exercise</td>
<td>Keisha Sandy</td>
<td>CATS/GIZ</td>
<td>CANARI proposal</td>
<td>Concept note Flyer</td>
<td>March 20</td>
</tr>
<tr>
<td><strong>Phase 2: Awareness raising</strong></td>
<td>Disseminate concept note and other materials</td>
<td>Brendan Defoe, Keisha Sandy, Pat Franco CATS/GIZ</td>
<td>E-mails, faxes and face-to-face contact</td>
<td>E-mails, faxes and face-to-face contact</td>
<td>E-mails, faxes and face-to-face contact</td>
<td>April 03</td>
</tr>
<tr>
<td></td>
<td>Conduct a meeting with key stakeholders identified from the stakeholder identification exercise</td>
<td>Brendan Defoe, Keisha Sandy, Pat Franco CATS/GIZ</td>
<td>Concept note Flyer</td>
<td>Concept note Flyer</td>
<td>Face to face meeting</td>
<td>April 07</td>
</tr>
</tbody>
</table>
| **Write letters to the media to advertise the event** | Keisha Sandy  
Brendan Defoe | CATS/GIZ  
Ministry of Agriculture | Concept note | April 07 |
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</thead>
<tbody>
<tr>
<td><strong>Visit community groups to raise awareness, publicise event and get appointments for groups to attend to populate the model</strong></td>
<td>Brendan Defoe</td>
<td>Keisha Sandy</td>
<td>Listing of appointments for groups of informants</td>
<td>April 07</td>
</tr>
</tbody>
</table>
| **Conduct reminder calls to informants to confirm appointments to attend** | Brendan Defoe  
Patricia Franco | Keisha Sandy  
CATS/GIZ | Listing of confirmed appointments for groups of informants | April 07 |
| **Develop and disseminate press releases to raise awareness and publicise event** | Keisha Sandy | CATS/GIZ | Press releases | April 13 |
| **ICT activities**  
• Project web page  
• Facebook | Keisha Sandy | CATS/GIZ | CANARI website to host.  
Project webpage, Facebook posts | April 14 (throughout the event) |
| **Phase 3: Analysis of lessons learnt and documentation** | Facilitate debrief and evaluation session with community mobiliser and facilitators | Keisha Sandy  
Brendan Defoe  
Adam Jehu | CATS/GIZ | Daily debrief sessions to include analysis of lessons learnt on mobilisation, | April 14 |
| **Get feedback from partners and donor** | Keisha Sandy | | | April 30 |
| Document mobilisation lessons and recommendations in final project report | Keisha Sandy |   |   | April 30 |