



**Participatory three dimensional modelling of the watershed at Soufriere Scotts Head Gallion area, Dominica**  
**Mobilisation plan**

**Objective:** To stimulate interest of key stakeholders to participate in the three dimensional model building exercise in Dominica during the period April 10<sup>th</sup> 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:**

<b>Target group</b>	<b>Mobilisation strategies</b>
Informants	<ul style="list-style-type: none"> <li>• Letters sent to policy makers and other key stakeholders (heads of key government agencies, CSOs and CBOs)</li> <li>• Direct e-mails and letters sent to community group leaders</li> <li>• Direct e-mails and letters sent to key stakeholders to stimulate other informants</li> <li>• Follow up e-mails and telephone calls to appointed representatives of organisations</li> <li>• Convening a committee with Terms of Reference and hosting meeting</li> </ul>

	<ul style="list-style-type: none"> <li>• Reminder telephone calls</li> <li>• Press releases</li> <li>• Flyers in the communities participating in the exercise</li> <li>• Hosting of project webpage and Facebook posts on CANARI's site</li> <li>• Source, as much as is possible, materials and supplies from informants</li> </ul>
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### Workplan:

Phase	Activity	Responsible*	Support and informed	Resource	Output	Timeframe
<b>Phase 1: Planning</b>	Perform stakeholder identification and analysis to identify residents of SSHG with natural resource -based livelihoods (e.g. farmers, hunters, fisherfolk)	Keisha Sandy Brendan Defoe	Ministry of Agriculture CATS/GIZ	Community mobiliser with knowledge of the resource	Stakeholder analysis	March 20
	Prepare concept note and flyer for target groups to build understanding of objective of the exercise	Keisha Sandy	CATS/GIZ	CANARI proposal	Concept note Flyer	March 20
<b>Phase 2: Awareness raising</b>	Disseminate concept note and other materials	Brendan Defoe	Keisha Sandy, Pat Franco CATS/GIZ		E-mails, faxes and face-to-face contact	April 03
	Conduct a meeting with key stakeholders identified from the stakeholder identification exercise	Brendan Defoe	Keisha Sandy, Pat Franco CATS/GIZ	Concept note Flyer	Face to face meeting	April 07

	Write letters to the media to advertise the event	Keisha Sandy Brendan Defoe	CATS/GIZ Ministry of Agriculture	Concept note		April 07
	Visit community groups to raise awareness, publicise event and get appointments for groups to attend to populate the model	Brendan Defoe	Keisha Sandy		Listing of appointments for groups of informants	April 07
	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 <ul style="list-style-type: none"> <li>• Project web page</li> <li>• Facebook</li> </ul>	Keisha Sandy	CATS/GIZ	CANARI website to host.	Project webpage, Facebook posts	April 14 (throughout the event)
<b>Phase 3: Analysis of lessons learnt and documentation</b>	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
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