Workshop Report:
2-day Training on Communicating effectively on climate change and Participatory Video (PV)

Anguilla
December 5-6, 2018

under the
Climate Change Adaptation in the fisheries of Anguilla and Montserrat project

Prepared by the Caribbean Natural Resources Institute (CANARI)
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This report synthesises outcomes of a 2-day training workshop on Communicating effectively on climate change and Participatory Video, held under the Darwin Plus funded project ‘Climate Change Adaptation in the fisheries of Anguilla and Montserrat’, in Anguilla from December 5-6, 2018.

The Caribbean Natural Resources Institute (CANARI) is implementing the project in partnership with the Department of Fisheries and Marine Resources (DFMR) – Anguilla, Fisheries and Ocean Resources Unit, Ministry of Agriculture, Trade, Land, Housing and Environment (MATLHE) – Montserrat, and the Centre for Resource Management and Environmental Studies (CERMES) of the University of the West Indies (UWI).

The overall project goal is to mainstream climate change adaptation (CCA) into fisheries management in Anguilla and Montserrat, using an ecosystem approach to fisheries.

The workshops were undertaken to enhance knowledge exchange among policy makers, resource managers and resource users, including fisherfolk and their organisations, and mobilise these stakeholders for CCA in the fisheries sector.
The 2-day training workshop aimed to support knowledge exchange and mobilisation as a core component under the project, by building the capacity of target stakeholders in Anguilla to:

- **Communicate effectively on climate change**, its impacts and potential actions to adapt and build the resilience of fisherfolk, fisheries and marine resources and the wider sector; and

- **Use participatory video (PV)** as a tool to capture the perspectives of fisherfolk and other coastal and marine resource users on the local impacts of climate change, their vulnerabilities and priorities for adaptation in Anguilla’s fisheries sector.
The workshops were facilitated by CANARI in collaboration with the key project partner in Anguilla, the Department of Fisheries and Marine Resources (DFMR). The workshops were designed to be highly participatory and interactive and drew heavily on participants’ knowledge and experiences. They utilised a combination of facilitation techniques including:

- short overviews of key topics
- facilitated whole group discussions
- small group exercises
- peer sharing on best practices
- field activities to demonstrate learning
Workshop Day 1:

Communicating effectively on climate change impacts and actions for fisheries and marine resources
Workshop on
Communicating effectively on climate change impacts and actions for fisheries and marine resources

When: December 5, 2018
Where: Anguilla Community College

Who was engaged?
Workshop participants included:

- **key representatives from agencies involved in CCA, disaster risk management, fisheries and natural resources management**, including DFMR, the Department of Environment, Department of Agriculture, Department of Disaster Management, Department of Physical Planning, the Air and Sea Ports Authority, and the Royal Anguilla Police - Marine Unit
- **fishers and representatives from national fisherfolk organisations**, the Anguilla Fisher Folk Association and Anguilla Fishermen’s Cooperative;
- **civil society organisations involved in CCA, disaster risk management and natural resource management**, including the Anguilla National Trust and Anguilla Red Cross
- and **private sector stakeholders**, including dive and tour operators.

Workshop agenda and Participant listing:
[https://drive.google.com/open?id=1vqX-P-rdeh7Fsnl4I5DEce8W8fqLXB15](https://drive.google.com/open?id=1vqX-P-rdeh7Fsnl4I5DEce8W8fqLXB15)
Based on a mapping exercise of what types of initiatives participants were engaged in Anguilla, participants were grouped to work on developing a communications plan targeted at fisherfolk and other stakeholders involved in the fisheries sector.

In designing their climate change communications plans, participants were guided through a series of facilitated steps using a communications plan template to:

• identify their communication objectives in relation to climate change and its current and potential impacts on fisheries and coastal and marine resources;
• identify what positive changes are desired in terms of knowledge, attitudes and practices within fisherfolk and other coastal and marine resource users;
• identify key messages about climate change they wanted to communicate;
• identify and share best practices on effective products and channels for communication; and
• evaluate the effectiveness of their communications about climate change.

For the workshop training materials, see: https://drive.google.com/open?id=1vqX-P-rdeh7Fsnl4l5DEce8W8fqLXB15
## Communications Plan Template

<table>
<thead>
<tr>
<th>Overarching goal(s) of the strategy:</th>
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<tr>
<td><strong>Target audiences:</strong> who do we want to receive our messages?</td>
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<td><strong>Objectives:</strong> what do we want to achieve by sending the message e.g. changes in behaviour – knowledge, attitudes, practice</td>
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<td><strong>Key messages:</strong> what do we want to say?</td>
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<td><strong>Products:</strong> What is the best format to present the information?</td>
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<td><strong>Pathways:</strong> What is the best channel to get the information out to the audience?</td>
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<tr>
<td><strong>Evaluation method and indicators:</strong> How will you evaluate whether your objectives have been achieved and what would be indicators of success</td>
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Photos: Participants work in groups to develop climate change communications plans
Communication Challenges

Participants noted a number of key challenges in Anguilla in communicating effectively about climate change with fisherfolk and other coastal/marine resource users during the workshop:

• Selecting appropriate and simple language and terms to describe climate change and its various impacts on the fisheries sector

• Stakeholder fatigue (e.g. focus on same vulnerable communities by various projects and initiatives)

• Duplication of efforts as government agencies and other stakeholders work in silos and there is limited collaboration

• Politicisation of issues

• Time and funding constraints

• Communications, education and awareness raising are not typically considered a priority for action by the government
Participants identified the following lessons and best practices for Anguilla in terms of communication products and pathways targeted to fisherfolk and other coastal/marine resource users during the workshop:

• Face-to-face meetings with small groups e.g. at beaches and fish landing sites
• Radio infomercials or call-in/talk shows
• Information and communication technologies e.g. videos and photo stories
• Social media, especially Facebook and Whatapp, for younger audiences (under 35 years)
• Competitions, skits and summer camps for school aged children
Key Results

Using the communications template and guided by the facilitator, participants worked in common interest groups to produce a **draft plan for communication on climate change** and identify **three potential communication products** for awareness raising and advocacy.

**Potential communication products:**

1. **“What fisherfolk say…?”** – a radio/tv infomercial showcasing actual fisherfolk responding to a series of questions on what climate change means to them, how climate change impacts on their livelihoods and what are their priorities and possible actions to address impacts.

2. **“Fish eaters make the best lovers!”** – a radio jingle to promote Anguillans buying fresh fish and related products locally, which benefits fisherfolk livelihoods and buying local is typically more sustainable than imported products.

3. **“#SOS – Save Our Sand”** – a social media campaign using photos and videos to promote protection of beaches, coral reefs and other coastal resources, by fisherfolk, other Anguillans and tourists.
Key Results

Outcomes:

• Enhanced clarity by participants on where climate change fits into their respective work programmes

• Enhanced participant understanding on how to strategically communicate climate change messages targeted at fisheries sector stakeholders including through setting specific communications objectives, identifying target audiences, appropriate communications products and pathways to effectively reach those audiences and how to measure impact.

• Built the capacities of participants to continue work in their respective organisations to develop climate change communication plans and specific products.

• Enhanced understanding of other stakeholder perspectives and communication needs/preferences and identification of potential synergies, gaps and opportunities for working together.
Overall participants had a positive response to the workshop content and approach:

- Participants felt the communication plan template was very useful in systematically taking them through the process, to develop communication plans relevant for their organisations and better targeted at their audiences.

- Participants also valued the opportunity for engaging with other stakeholders working in different organisations and sectors and felt this gave them a broader perspective of how climate change and other issues are impacting on Anguilla’s fisheries and other coastal and marine resources.

- Participants noted the importance of targeting further stakeholders and building the capacity of others, who did not attend, to communicate more strategically about climate change.

- Participants highlighted the need for collaboration among government, civil society and private sector stakeholders involved in managing fisheries and coastal and marine resources to develop joint climate change campaigns given limited resources and stakeholder fatigue.
Workshop Day 2:

“Participatory video: documenting local perspectives and actions on climate change”
Workshop 2  
Participatory video: documenting local perspectives and actions on climate change

**When:** December 6, 2018  
**Where:** Anguilla Community College

**What (Workshop focus):**  
Using participatory video as a tool to capture local perspectives from fisherfolk and other coastal and marine resource users on climate change impacts, vulnerabilities and possible solutions. Participants were supported to:  
- review key issues and determine which stories they wanted to tell about climate change and their priorities for adaptation in the fisheries sector  
- draft a story board and a script/key messages for a participatory video on Anguilla’s fisheries sector.

**Who was engaged?**  
Workshop participants included:  
- representatives from fisherfolk and other coastal and marine resources users including dive and tour operators.  
- representatives from the DFMR, Department of Environment, Department of Disaster Management and Anguilla National Trust that work directly with these stakeholders to manage fisheries and coastal and marine resources.

[Workshop agenda and Participant listing:](https://drive.google.com/open?id=1vqX-P-rdeh7FsnI4I5DEce8W8fqLXB15)
Approach:

CANARI and the DFMR engaged fisherfolk and other coastal and marine resource users to develop a participatory video by:

- identifying local impacts of climate change and priorities for action for Anguilla’s fisheries that they wish to document in the video;
- identifying target audiences and developing appropriate objectives, key messages and communication pathways for the video;
- developing a story board, script and title for the video;
- learning to use cameras on their cell phones and PV cameras to collect video footage;
- starting to collect video footage using cell phone and PV cameras as part of a field visit.
The process in pictures:

1. Results of participants brainstorming on local impacts of climate change and priorities for action they want to document in video

2. Participants work on developing their key messages and story board
3. Story board with accompanying messages developed by participants

4. Top right: Participants learn to use PV cameras
   
   Right: Participant recording audio for video
Outcomes:
• Increased awareness of PV and benefits as a tool to help capture and showcase local perspectives, including from vulnerable groups that may not have a voice
• Capacities built among participants for using PV to communicate about climate change, its local impacts and priorities for action

Initial work and decisions on focus for PV:
• Participants decided to make a video showcasing how changing weather, including rough seas and high winds, impacts on safety at sea and livelihoods for Anguilla fisherfolk and on coastal and marine resources.
• Participants also wished to highlight possible actions and solutions including improved collaboration and dialogue between Anguilla government and fisherfolk.
Results

Draft storyboard for Participatory Video:

• Changing weather and climate in Anguilla, including more extreme weather including hurricanes, rough seas, coastal erosion, coral bleaching and warmer sea temperatures
• Changing weather is impacting on fisheries sector and livelihoods – less fishing days, changes in location and type of fish and damage to reefs/nearshore fishing grounds so fishers have to go out further → reduced income from fishing
• Changing weather is also impacting on safety at sea – more extreme weather and rough seas increasing number of boat accidents and fishers lost at sea
• Changing weather is also impacting on local culture, such as boat racing which is key sport and tradition in Anguilla – more extreme weather and rough seas damages boats, engines and gear and reduces opportunities to race
• Changing weather and climate compounds existing issues, such as high gas prices as now fishers have to go out further to fish and use more fuel
• Solutions for the fisheries sector will require collaboration and dialogue among government and fisherfolk, and building the capacity of fisherfolk to adapt e.g. safety at sea training
Next steps

• Support stakeholders to continue working on their communication plans.

• Follow up to explore possibility of developing communications products identified in communications plans

• Continue working with stakeholders to collect footage and develop PV

• Share PV and other potential communication products for awareness raising and advocacy on climate change impacts and potential adaptation actions in Anguilla’s fisheries sector
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