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CANARI and Partners Launch Earth Day 2024 Schools' Video Competition

Kingstown, April 23, 2024 – As the world came together to celebrate Earth Day 2024 on April 22, the Caribbean Natural Resources Institute (CANARI) together with its local partners proudly announced the launch of its public awareness campaign and video competition under the theme: ***“Champions of the South Coast: Promoting Awareness and Action”***.

This initiative, through the medium of video storytelling, seeks to inspire environmental stewardship and raise public awareness of the South Coast Marine Conservation Area (SCMCA), highlighting the impacts of climate change, pollution and human activities on its fragile ecosystems. The video competition invites entrants to showcase their creativity and produce compelling videos that inspire action and raise awareness about the urgent environmental concerns.

Lucina Poyer of Energize Earth SVG set the overarching tone for the campaign, noting that, “With this video competition we aim to create an environmentally conscious awakening in SVG.” “We believe that by engaging everyone – especially our students – in this manner, we can foster a deeper understanding of the importance of conservation efforts and inspire them to take proactive actions to protect our natural environment” added Yasa Belmar, Technical Officer, CANARI.

The competition is open to all students enrolled in primary, secondary, and tertiary institutions, with submissions accepted until May 27th, 2024. Interested students are asked to [register](#) by April 30th. Persons who express an interest will be invited to a capacity building workshop on participatory video production during the month of May.

Entries will be judged based on criteria ranging from creativity, originality, message clarity, and overall production quality. Prizes will be awarded to winners in each educational category, including vouchers and opportunities for public recognition and exposure.

Participants are encouraged to visit [here](#) for full submission guidelines, judging criteria, and other relevant information. Students who are interested in receiving training in participatory video production will also be invited to register for a training workshop prior to submission of their videos.

Winners in the various categories will be announced on **World Oceans Day on Saturday June 8th, 2024**, with the videos aired on television and shared across social media platforms by CANARI and allied partners.

The video competition is a key activity of an advocacy strategy developed by stakeholders who participated in a Public Awareness and Outreach Communication course hosted by CANARI in 2023. The group comprises representatives from various organisations including *Energize Earth SVG*, *ECO|SVG|ALLIANCE*, the *National Parks, Rivers and Beach Authority* and the *Fisheries Division*.

The video competition is supported by the **“Pioneering a blue-green economic development model for coastal adaptation, livelihoods and sustainability in St. Vincent”** project. The project is being implemented by CANARI in partnership with the National Parks, Rivers and Beaches Authority (NPRBA), Forestry Services, Fisheries Division, St. Vincent and the Grenadines Hotel and Tourism Association, and the St. Vincent and the Grenadines National Fisherfolk Cooperative.

This is a project of the Caribbean Biodiversity Fund, co-financed by the International Climate Initiative (IKI) of the German Federal Ministry for Environment, Nature Conservation, Nuclear Safety and Consumer Protection through KfW.

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About the South Coast Marine Conservation Area (SCMCA): The South Coast Marine Conservation Area (SCMCA) located on the south-east coast of St. Vincent, is the only marine protected area on the mainland. It encompasses the coastal and marine areas of three major bays (Indian Bay, Calliaqua Bay and Blue Lagoon) and is surrounded by seven communities (Canash, Ratho Mill, Calliaqua, Rose Cottage, Villa, Indian Bay and Arnos Vale). There are six beaches within the SCMCA, and it is the only area on St. Vincent where white sands can be found. Rich in biodiversity, the SCMCA hosts nearshore habitats, corals, seagrass beds, and mangroves, and serves as nesting sites for sea turtles and seabirds/shorebirds. It is also home to Fort Duvernette, a national historic site. Please see [here](#) for more information.

About CANARI: The Caribbean Natural Resources Institute (CANARI) is a regional technical non-profit institute which has been working across the Caribbean islands for more than 30 years. Our mission is to promote and facilitate stakeholder participation in the stewardship of natural resources in the Caribbean. Our work focuses on Biodiversity and Ecosystems, Equity and Justice, Participatory Governance and Resilience. For more information, see: <http://www.canari.org/>

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