

Communicating Climate Change: the Caribbean experience

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Climate change is a very complex subject to understand because of its technical nature and multi-sectoral impacts. Research has shown that while the climate scientists, technocrats and policymakers are pushing the urgency of action on climate change, many other key stakeholders are still not `getting` that message.

This presentation will explore communicating climate change in Jamaica, the Caribbean and internationally.

In Jamaica, Panos is implementing a national public education campaign on climate change that has worked very creatively with mainstream and alternative media to get the climate change message out. Some time will be spent in this presentation exploring the lessons learnt.

The presentation will highlight also work being done on communicating and mainstreaming climate change in the region as well as how Caribbean voices are being reflected in international discussions such as the United Nations Framework Convention on Climate Change (UNFCCC). Particular attention will be given to the role of the media and civil society in information sharing as well as ensuring transparency and accountability. The role that the Climate Change Media Partnership has played in pushing climate change in developing countries will also be discussed here.

Regional interagency dialogue will also be explored with focus on the roles of the Caribbean Community Climate Change Centre, the Caribbean Natural Resources Institute and other key partners. Communication hurdles such as getting civil society voices into the negotiating process for UNFCCC meeting will also be explored. This is a particularly pressing issue for small island states such as the Caribbean whose needs are still to be heard by developed countries