



**“Strengthening Technical Capacities to Mainstream and Monitor Rio Convention Implementation through Policy Coordination”**

**Report on the Linkages/Synergies between the Public Environmental Education and Awareness Consultancy and other Consultancies associated with the project**

***Submitted to Department of Environment, Ministry of the Presidency***

***by***

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## Contents

1.0 Introduction .....	2
2.0 Linkages between the Environmental Education and Awareness consultancy and other consultancies .....	3
2.1 Linkages identified by the Convention Specialists .....	3
2.2 Linkages identified by the Public Administration Specialist .....	4
2.3 Linkages identified by the Environmental Articles Specialist .....	4
2.4 Linkages identified by the Environmental Sociologist/Researcher.....	5
2.5 Linkages identified by the Video Projection Company .....	5
3.0 Conclusion.....	6
Appendix .....	6

## 1.0 Introduction

The objective of this report is to identify linkages/synergies of the Environmental Public Education and Awareness (EE&A) Specialist’s consultancy with the other consultancies and the Rio Conventions project as a whole.

In order to achieve the objective of this task, the EE&A Consultant undertook the following activities as a Plan of Action aimed at promoting a collaborative and consultative approach

- obtained the names and contact information for the consultants related to the project “Strengthening Technical Capacities to Mainstream and Monitor Rio Convention Implementation through Policy Coordination”;
- consulted with the consultants for the videography and public awareness on numerous occasions to ensure that our work supported each other;
- conducted one-to-one engagements with the other national consultants to determine the type and level of support that is required in order to adopt and implement a collaborative and consultative approach; and

A list of nine (9) national consultants was provided by the Department of Environment (DoE) to the EE&A Consultant. While contact was made with all of the national specialists, consultations were held with six (6) of them over the period from the development of the Inception Report to-present. Whereas, the engagements with the videographer and the public awareness specialists have been continuous (as required) over a longer period of time in order to collaboratively undertake individual and joint activities, single engagements with the other national consultants aimed to identify the areas for collaboration.

Table 1 below captures the information on when the consultations were held with the national consultants associated with the Rio Mainstreaming project. The approach of the consultations was to share the EE&A Consultant’s deliverables and activities with the other consultants and then identify areas for collaboration. This is a Report based on the consultations.

Table 1: Consultations with the national specialists related to the Rio Mainstreaming Project

<b>Dates of Engagements</b>	<b>Names of Consultants</b>	<b>Positions</b>
27 <sup>th</sup> October 2017	Ms. Pasty Ross	UNCCD Specialist
17 <sup>th</sup> November 2017	Mr. Andrew Bishop, Environmental Management Consultants (EMC)	UNFCCC and Policy and Legal Framework Specialist
14 <sup>th</sup> , 16 <sup>th</sup> , 20 <sup>th</sup> February 2018	Mr. O' Neil Greaves	Public Administration Specialist
14 <sup>th</sup> , 26 <sup>th</sup> February 2018	Ms. Linda Johnson-Bhola	Environmental Articles Specialist
Over the period from preparation of Inception Report to 17 <sup>th</sup> April 2018	Ms. Candice Ramessar	Environment Sociologist/Researcher

Over the period from preparation of Inception Report to-present	Mr. Christopher Chapwanya/Sagacity Media	Video Production Company/Sagacity Media
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## 2.0 Linkages between the Environmental Education and Awareness consultancy and other consultancies

Using information gathered from the six consultants, a matrix identifying the linkages between the EE&A consultancy and the consultants (as identified by the consultants) was prepared by the EE&A Consultant; the matrix is contained in the Appendix. The details of those linkages are provided in the sections below which have been organised according to specialists – the Convention Specialists.

### 2.1 Linkages identified by the Convention Specialists

Each of the three Consultants for the Rio Conventions conducted a Strengths, Weaknesses, Opportunities and Threats (SWOT) and GAP analyses of the institutional arrangements for Implementation of their respective Conventions and provided recommendations for targetted institutional reform.

Additionally, each Consultant was required to establish a baseline and conduct an assessment of technical training needs as regards to data and information to mainstream their respective Convention. Among others, this involved: identifying training needs of key institutions regarding data and information management to support the Convention mainstreaming; preparing a training module to address the training needs and which will include course outline, topics, schedule, instructors, etc.; and preparing the Baseline Report and Training Module.

As part of the Inception Report, the EE&A Consultant proposed to undertake an assessment of training needs of employees of agencies/ministries that are directly involved in the implementation of the Conventions. This was with a view to preparing a comprehensive training programme for Rio Convention mainstreaming, as part of the long-term training needs to catalyse the implementation of the Green State Development Strategy.

In light of the fact that the Consultants’ for the Rio Conventions conducted focus groups and administered questionnaires to selected staff of the national focal point agencies and key Ministries, it was recognised that these staff may suffer from ‘respondent fatigue’. As a consequence, it was recommended that the final SWOT and Gap Analysis Reports and the Baseline Reports and Training Modules prepared by the Convention Consultants be shared by the DoE with the EE&A Consultant. The latter could use those reports to assist with the preparation of a comprehensive training programme for Rio Conventions mainstreaming, as part of the long-term training needs to catalyse the implementation of the National Green Development Strategy.

Additionally, in the Consultant's Inception Report, the EE&A Consultant proposed to conduct training seminars on the three Rio Conventions with three groups of stakeholders. The UNCCD Specialist Consultant offered to review materials prepared for the workshop pertaining to the UNCCD.

## 2.2 Linkages identified by the Public Administration Specialist

The Public Administration Specialist indicated that his collaboration with the other consultants entailed the provision of informal reviews (without encroaching on their areas of expertise) with the aim of pre-empting questions and seeking clarifications to issues which might arise during the working group presentations. It was envisaged that this type of support would reduce the need for lengthy working group discussions.

Regarding the EE&A consultancy, the Public Administration Specialist proposed to assist with reviewing questionnaires as part of the piloting process and to participate in the scheduled workshops and focus group discussions. While an interest in participating in the one-to-one meetings with the other national consultants was expressed, the meetings were already concluded when contact was made with the Public Administration Specialist.

## 2.3 Linkages identified by the Environmental Articles Specialist

The Environmental Articles Specialist identified the following areas where she could be involved in the EE&A Consultant's activities:

- consultations with the Consultants for the videography, public awareness, and the project administration;
- one-to-one meetings with the other national consultants to determine the type and level of support that is required in order to adopt and implement a collaborative and consultative approach;
- design of the Public Awareness and Communication Strategy (PACS); and
- liaise with other Consultants (Videographer and the Public Awareness Specialist) for the public awareness and communication strategy to determine their scope of work (for example the production of articles) and direct relationship with the PACS.

The first two above-mentioned series of consultations and meetings were already concluded when contact was made with the Environmental Articles Specialist.

Further, the Environmental Articles Specialist highlighted how specific activities by the EE&A Consultant could provide potential support for the former's consultancy. These are indicated below:

- the development of the Plan of Action aimed at promoting a collaborative and consultative approach by the EE&A Consultant could include a discussion on the approach to prepare environmental articles;

- the design of brochures and illustrative booklet for hinterland communities by the EE&A Consultant could identify environmental issues that affect hinterland communities for which articles could be prepared;
- the design of the Public Service Announcements for radio and television by the EE&A Consultant, environmental articles prepared on the Rio Conventions could be incorporated in the scripts;
- conducting training seminars on the three Rio Conventions with three groups of stakeholders by the EE&A Consultant, gaps in knowledge about the Rio Conventions could be identified for which articles could be prepared; and
- conducting focus group meetings with teachers from selected subject areas by the EE&A Consultant, topical issues on the Rio Conventions raised by the stakeholder group could be identified and the level of awareness of stakeholders could be determined; these would assist in the design of the training workshops to write environmental articles.

#### 2.4 Linkages identified by the Environmental Sociologist/Researcher

During the preparation of Inception Reports, it was recognised that the EE&A Consultant and the Environmental Sociologist (also referred to as the Public Awareness Specialist) would need to work collaboratively in the execution of activities associated with the two consultancies. The Environmental Sociologist was required to identify/assess the level of knowledge regarding the Rio Conventions of the focal point agencies. The EE&A Consultant had identified the conduct of this survey as a necessary prerequisite for the preparation of the comprehensive training programme for Rio Convention mainstreaming (as part of the long-term training needs to catalyse the implementation of the National Green Development Strategy). Therefore, the two Consultants worked collaboratively on the design of the questionnaire. The EE&A Consultant also advised on specific correlations that should be examined in analysing the data. Further, upon completion of administration of the survey, the raw data collected by the Environmental Sociologist was shared with the EE&A Consultant for the latter to analyse and use as a guide the preparation of the earlier mentioned training programme.

Additionally, the Environmental Sociologist was required to conduct an assessment of the public awareness regarding the Rio Conventions with a focus on specific target groups. The EE&A Consultant was also required to undertake an assessment of public education training needs which should have informed the development of the PACS. Further, the EE&A Consultant proposed in its Inception Report to conduct a Knowledge, Attitude and Practice (KAP) study of secondary schools students, post Post-Secondary School students. It was recognised that since the Environmental Sociologist's assessment would focus on specific target groups and be limited to Region 4, the EE&A Consultant's survey would focus on households and target the administrative regions in Guyana. In this regard, the consultancies would be complementary and provide a complete baseline on the public education and awareness regarding the Rio Conventions.

#### 2.5 Linkages identified by the Video Projection Company

During the preparation of Inception Reports, it was recognised that the EE&A Consultant and the Videographer would need to work collaboratively in the development of the Public Service Announcements (PSAs) on Rio Convention mainstreaming. The number of PSAs was agreed between the

Consultants and the DoE, namely three (3) for television and 3 for radio. Notwithstanding this, it was recognised that the PSAs should be guided by the PACS, whose preparation depended on the public awareness and education survey. However, because of the delay in the execution of the survey, the EE&A Consultant used the information gathered from its review of existing public awareness programmes/activities and communication strategies related to the three Rio Conventions to proceed with the preparation of the six (6) narrative scripts, which were shared with the Videographer for his input. The finalised scripts would be used by the Videographer to produce the PSAs. The EE&A Consultant will continue to collaborate with the Videographer as he produces the PSAs for radio and television.

### 3.0 Conclusion

Undoubtedly, collaboration has been successful with the Videographer and the Environmental Sociologist. This may have been due to the fact that contact was made at the commencement of the project, that is, from the point of preparation of the Inception Report. Additionally, the delay in (or non-execution of) the assessment of public awareness/education hindered the usefulness of this product to other activities associated with the EE&A consultancies and other consultancies. Importantly, the EE & A Consultant needs to underscore that a major limitation to more meaningful collaboration among the national consultants was the different timelines for execution of the various activities.

### Appendix

Matrix identifying linkages

CS – Convention Specialists

EAS – Environmental Articles Specialist

PAS – Public Administration Specialist

ES – Environmental Sociologist

V - Videographer

No	Deliverables	Methodological Approach/Activities	Possibility for Collaboration (Consultant)
1	<ul style="list-style-type: none"> <li>• Identify linkages/synergies of your consultancy to the other consultancies and project as a whole</li>   <li>• Undertake an assessment of public education training needs</li>   <li>• Develop and validate public awareness and communication campaign plan/strategy in collaboration with Video Production Company on the Rio Conventions, the Policy and Legal Regulatory Framework and all aspects of the Project and activities in the TOR</li>   <li>• Convene a workshop to present draft communication strategy</li>   <li>• Finalise Communication Strategy</li> </ul>	<ul style="list-style-type: none"> <li>a) Consult with the Department of Environment for a list of stakeholders related to the Consultancy (particularly the Consultants).</li> <li>b) Consult with the Consultants for the videography, public awareness, and the project administration</li> <li>c) Conduct one-to-one meetings with the other national consultants to determine the type and level of support that is required in order to adopt and implement a collaborative and consultative approach.</li>   <li>d) Develop a Plan of Action (aimed at promoting a collaborative and consultative approach) for review and endorsement by the national consultants.</li> </ul> <p>Rapid Survey</p> <ul style="list-style-type: none"> <li>a) Review existing public awareness programmes/activities and communication strategies related to the three Rio Conventions</li> <li>b) Design a Public Awareness and Communication Strategy</li> <li>c) Liaise with any other Consultants (Videographer and the Public Awareness Specialist) for the public awareness and communication strategy to determine their scope of work (for example the production of articles) and direct relationship with the PACS.</li> </ul>	<p>EAS</p> <p>EAS, PAS</p> <p>EAS</p> <p>PAS</p> <p>EAS</p> <p>EAS</p> <p>PAS</p>
2	<ul style="list-style-type: none"> <li>• Prepare environmental brochures and posters on the</li> </ul>	<ul style="list-style-type: none"> <li>• Design brochures and illustrative booklet for hinterland communities.</li> </ul>	<p>EAS</p>

<p>Rio Conventions that highlight the importance of the Rio Conventions and help individuals understand how their daily lives are impacted by the global environment</p> <ul style="list-style-type: none"> <li>• Prepare narrative scripts for a Public Service Announcement (PSA) on Rio Convention mainstreaming that will be used by a professional video production company to produce for radio and television</li> <li>• Prepare a comprehensive training programme for Rio Convention mainstreaming as part of the long-term training needs to catalyze the implementation of the National Green Development Strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Design Public Service Announcements (using for example animated characters) for radio and television. To be done in collaboration with Video Production Company.</li> </ul> <ol style="list-style-type: none"> <li>a) Undertake Content Analysis of the three Conventions to identify specific decisions that require technical expertise (training).</li> <li>b) Conduct desk review of reports or any other materials, such as toolkits, on any capacity building programmes undertaken by other institutions (EPA, GLSC and OCC) with specific reference to the three Rio Conventions (UNCBD, UNCCD and UNFCCC)</li> <li>c) Conduct a survey that aims to assess the training needs of staff of agencies that have direct and indirect responsibilities for mainstreaming of the Rio Conventions in policies, programmes and plans.</li> <li>d) Liaise with the Consultant/s with responsibility for mainstreaming the Rio Conventions, as well as the Public Awareness Specialist, to discuss and agree on gaps based on information obtained from earlier mentioned activities.</li> <li>e) Conduct a meeting with key stakeholders to share the findings and for institutions to validate the training needs.</li> <li>f) Conduct training seminars on the three Rio Conventions with three groups of stakeholders: <ul style="list-style-type: none"> <li>✚ with ministries (key persons within the sectors) who have been given responsibility for mainstreaming: Office of Climate Change, Department of Environment, EPA, GFC, GLSC, Min of Finance, Ministry of Public Infrastructure. Min of Amerindian Affairs.</li> </ul> </li> </ol>	<p>EAS</p> <p>ES</p> <p>CS, EAS, PAS</p>
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	<p>environmental issues and how local values, attitudes and behaviour affect global environmental outcomes</p> <ul style="list-style-type: none"> <li>• Convene a workshop to present results and finalise documents</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct focus group meetings (at the regional level) with teachers selected for specific subject areas, using a semi-structured interview schedule.</li> <li>• Conduct a Knowledge, Attitude and Practice (KAP) study of secondary schools students, post Post-Secondary School students. The question will focus on global environmental issues, including climate change and consumption behaviour.</li> <li>• Conduct training workshop with teachers/lecturers from the targeted institutions to provide opportunities for them to develop prototype lessons/lectures for various subjects to create and enhance knowledge etc.</li> </ul> <p>Trained teachers will be required to pilot the lessons and provide feedback to the Consultant.</p>	<p>PAS</p> <p>PAS</p> <p>PAS</p>
4	<ul style="list-style-type: none"> <li>• Identify best practices and cull lessons learned from the sectoral mainstreaming exercises at the regional level</li> <li>• In collaboration with the Video production Company prepare a public service announcement on Rio Convention mainstreaming</li> <li>• Facilitate and Participate in national and sub-national awareness workshops</li> </ul>	<ul style="list-style-type: none"> <li>• Liaise with the Individual Consultant/s with responsibility for the sectoral mainstreaming; study his /her report and agree on best practices and lessons learned that can be shared on the MOPDoE 's website, as well as the Focal Point for each of the three Conventions.</li> <li>• Based on the assessment of the training needs and feedback received from beneficiaries of the training workshop a comprehensive training programme for Rio Convention mainstreaming. Best practices will be scaled-up or replicated in this long-term training programme. Notably, other potential beneficiaries may be identified for inclusion.</li> </ul>	<p>PAS</p> <p>PAS</p>

<ul style="list-style-type: none"> <li>• Facilitate and Participate in private sector sensitization panel discussions on the global environmental issues</li> <li>• Facilitate and Participate in workshops targeted to media professionals to improve environmental reporting</li> <li>• Facilitate three (3) public policy dialogues</li> <li>• Facilitate and Participate in sensitization panel discussions, national and sub-national workshops and MEA legislative mainstreaming and all other activities in the TOR</li> <li>• Prepare and submit workshops Reports</li> <li>• Convene a workshop to present results and finalise public service announcement</li> </ul>		<p>PAS</p> <p>PAS</p> <p>PAS</p> <p>PAS</p>
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