

Overall Goal of Project: To make the youth sector (15 -25 years old) of the Caribbean aware of the impacts that climate change could have on the national development of Caribbean states. The programme intends to educate youth about climate change issues in such a manner that as they get older and become decision makers and agents of policy development, their thinking will automatically take climate change issues into consideration. In addition, the project aims to generate data to show that the electrical power output from the nation grid can be reduced and by extension the burning of fossil fuels by generators, through simple available technologies. In this regard, the project will use pilot studies focused on electricity consumption in low income housing, specifically aspects related to lighting, to demonstrate how energy conservation at the unit domestic level can be achieved at the national level

Project Start and End Dates: 1st February 2007 and 31 January 2009

Specific Objective I. To utilise the media including print and electronics (radio, television, internet, etc.) and other innovative communication methods such as popular and other participatory cultural activities to raise awareness and increase action of the youth population on issues relating to climate change mitigation by January 2009

| Activities required to meet Specific Objective: | Indicator: | Responsible Party: | Duration of Activity (bimonthly) | | | | | | | | | | | | | | | | | | | |
|--|--|--------------------|----------------------------------|---|---|---|----|----|--------------------------------|----|----|----|----|----|---|---|---|---|---|---|---|---|
| | | | Year 1 (starts Dec. 2006) | | | | | | Year 2 (finishes Dec. 2008) | | | | | | | | | | | | | |
| | | | 2 | 4 | 6 | 8 | 10 | 12 | 14 | 16 | 18 | 20 | 22 | 24 | | | | | | | | |
| 1.1 Media will be utilised to raise awareness and increase actions on issues relating to climate change mitigation | Monthly news and interest releases sent to regional media houses | CYEN | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| 1.2.1 Poster competition | Competition launch, posters | CYEN | | ■ | ■ | ■ | | | | | | | | | | | | | | | | |
| 1.2.2 Three (15 seconds) public service announcements developed for radio and television – one produced every six months | Recorded public service announcements | | | | ■ | | | | ■ | | | | ■ | | | | | | | | | |
| 1.3.1 A Jingle competition on climate change for youth 15 - 25 years of age. | | CYEN | | | | | | | | | ■ | ■ | ■ | | | | | | | | | |
| 1.4.1 Setting up and maintaining specific project website which allows interaction with experts on climate change issues and notice board facilities, interactive WebPages | Internet website set up and functioning | CYEN/Consultant | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ | ■ |
| 1.4.2 Internet-based photo essay competition | Competition launched, photo essays | CYEN/Consultant | | | | | | | | | | | | ■ | ■ | ■ | | | | | | |

