

**Proposal  
For The  
National Observance of  
World Environment Day 2007**



**April 2007**

PREPARED BY

The Environmental Coordinating Unit

Dominica Youth Environment Organization Inc.

National Commission for UNESCO

Dominica Olympic Committee

Division of Agriculture

Division of Forestry Wildlife and Parks

Fisheries Division

GEF Small Grants Program

Members of the General Public

**Program Title:** Commonwealth of Dominica World Environment Day National Observance, 2007

**Program Duration:** May 30<sup>th</sup> – 9<sup>th</sup> of June, 2007

**Program Background:**

Dominica has been known for many years as the Nature Island of the Caribbean and its inhabitants have enjoyed an abundance of flora and fauna that has provided them with the necessities for life. However, in recent times Dominica like many other Small Island Developing States (SIDS), has had to cope with several environmental issues which are already altering its physical, social and economical environment. Environmental problems such as Climate Change, Land Degradation, Ozone Layer depletion and the loss of Biodiversity have been brought to the fore at the global level in light of their negative impacts in several regions around the world.

By resolution 2994 (XXVII) of December 15, 1972, the United Nations General Assembly designated June 5 as World Environment Day, to deepen public awareness of the need to preserve and enhance the environment. That date was chosen because it was the opening day of the United Nations Conference on the Human Environment (Stockholm, 1972), which led to the establishment of the United Nations Environment Programme (UNEP). Twenty years later, the Assembly convened United Nations Conference on the Environment and Development (UNCED) in Rio de Janeiro, where nations came together to take the decisions needed to rekindle the hopes of the 1972 Conference and to take up the challenges of a viable and equitable balance between environment and development and a sustainable future for the Earth and its people.

Thirty-five (35) years on, Dominica and the rest of the world have come to the realization that failure to address the present environmental problems will result in increased poverty and hunger for future generations. Moreover, the cost of solving these problems stands only to increase if action is not taken urgently.

This year the international theme for World Environment Day 2007 is “Melting Ice a Hot Topic” which in essence has driven the global focus to the issue of Climate Change. Dominica is already being adversely affected by the impacts of Climate Change and as such it is critical that we act now to bring this issue into national focus which will inspire local actions and have a ripple effect across Dominica. The National Theme for this years observance is, “The Heat is On”.

It is imperative that a program of activities be developed to reenergize, mobilize and educate the Dominican public as to the causes and effects of environmental problems on the society and economy. Such a program must allow for the prioritization of issues, the identification of synergies between mitigation strategies and most importantly public participation at all levels and all stages of its development.

It is against this background that the following project proposal was developed.

**Program Objectives:**

1. To reenergize existing environmental organizations by facilitating their involvement in the development and implementation of a program of activities as part of the national observation of World Environment Day 2007
2. To mobilize the general public, especially the youth to voice their concerns and take action to mitigate and adapt to Climate Change impacts
3. To conduct a program of activities to educate the general public as to the causes and impacts of Climate Change and what is being done at the national, regional and international level to address this issue
4. To expose the youth of the nation to the physical and historical environment in order to engender a high level of consciousness and national pride within them and empower them to contribute to sustainable environmental management
5. To increase the level of youth involvement and responsibility in the coordination of Environmental Day Observances by providing them with the necessary support and resources to advance their ideas and objectives

**Program Activities:**

1. Media Blitz;

A media Blitz shall be conducted from May 30<sup>th</sup>-June 9<sup>th</sup> 2007 in an effort to raise awareness of the program of activities for Environment Day and solicit the support and participation of the general public.

The table below provides detailed information about the above mentioned media blitz

<b>Activity/Program</b>	<b>Media House</b>	<b>Date (June)</b>
News Segments	All Media houses	1-9
Expéwéans Kwéyòl	D.B.S	4
From All Angles	Marpin Telecoms	May 30 <sup>th</sup>
Talking Point	D.B.S	May 31 <sup>st</sup>
Environment & Sustainable Development	Kairi F.M	May 31 <sup>st</sup>
Weekday Rendezvous	D.B.S	Unconfirmed
Education in Action	D.B.S	3
Sat Telecoms Program	Sat Telecoms	Unconfirmed
The Heng	Kairi F.M	Unconfirmed

2. Walk-a-thon from Castle Comfort to Maro:

On Saturday, 2<sup>nd</sup> June, 2007 a Walk-a-thon shall be conducted from the community of Castle Comfort to Mero. This event seeks to raise awareness of World Environment Day and the issue of Climate Change at the community level whilst raising funds towards future youth focused environmental activities. Participants shall disseminate information on Climate Change to residents of the communities located along the route of the walk-a-thon. More importantly they shall seek donations from these individuals. One hundred (100) persons will be targeted to participate in this activity which is scheduled to commence at 7:00 a.m. Participants will be asked to make a small contribution of E.C. \$10.00 upon registration and shall receive one (1) t-shirt as well as light refreshments along the route. Persons will be encouraged to bring along snacks as they so desire.

3. Church-Service at the Roseau Christian Union Church

The members of the D.Y.E.O as well as many other young persons who share a passion for the environment will attend mass at the Roseau Christian Union Church on Sunday 3<sup>rd</sup> June. This event is being done with a view to underscore the fact that God is in control of the ecological balance of our planet hence the need to pray to him for the wisdom to be caretakers of Planet Earth.

4. Environment Biking Extravaganza

On Sunday, 3<sup>rd</sup> June, 2007 cyclists and nature enthusiasts alike, shall take part in a biking extravaganza to symbolize how effective alternative means of transport can be in reducing Greenhouse Gas (GHG) emissions and promote healthy lifestyles. The event shall be conducted on a national level with four (4) designated routes, located in the following areas; Roseau, Portsmouth, Marigot and La Plane.

There shall also be individual competitions such as wheeling competitions, bunny-hop competitions and other similar events.

At least one-hundred (100) persons shall be targeted to participate along each designated route. Whereas the event is not competitive in nature, prizes will be given to the largest registered groups of participants in each of the four (4) courses. The event is scheduled to commence at 2:30 p.m.

5. Youth Panel Discussion on Climate Change

Although the effects of Climate Change are already being felt, science has proven that future generations will suffer more adversely from this phenomenon if urgent action is not taken to stop it.

On June 5<sup>th</sup>, 2007 (World Environment Day) at 9:30 a.m. at the Public Service Training Center, a youth panel discussion shall be conducted. This activity shall provide a forum for the youth of Dominica to express their comments and concerns on the issue of Climate Change. Participants shall be afforded the opportunity to discuss their opinions with local experts who will also be on hand for the discussion.

6. Solar Oven Demonstration

Many Small Island Developing States, (SIDS) are being directly affected by Climate Change and although they have taken great steps to reduce their levels of Carbon emissions. The developed countries of the world continue to release Carbon Dioxide into our atmosphere at exponential rates. This means that adaptation to Climate Change rather than mitigation is the best approach for SIDS.

On Wednesday June 6<sup>th</sup>, 2007 a solar oven demonstration is shall be conducted at the Dame Eugenia Charles Boulevard. This will serve to the youth of Dominica of possible technologies and strategies of adaptation to Climate Change. The event shall commence at 10:00 a.m.

7. Television Address by the Hon. John C. McIntyre Minister For Agriculture Fisheries and the Environment

On World Environment Day 2007, the Minister for Agriculture shall address the nation via television and radio, in an effort to sensitize the general public of the severity of Climate Change and its impacts on Dominica. This demonstrates the Ministers concern for public involvement in addressing this serious issue. Persons will be encouraged to listen and take note of the Ministers address and join the cause for sustainable environmental management.

#### 8. Environmental Movie Day

Television films have proven to be an attractive and effective instrument of learning in the field of education. In Dominica, the television has been introduced into the classroom to educate on subjects such as Religion, Geography and History.

In light of this an Environmental Movie Day is proposed to use film, as a means of educating the youth on environmental problems whilst giving them a visual understanding of the effects these problems can have on SIDS and the world by extension.

The widely acclaimed film, “An Inconvenient Truth” which features the former U.S. Vice-President Mr. Al Gore, shall be played at several secondary schools across the island on Monday 4<sup>th</sup> June, 2007. Five schools will be targeted to participate in this activity. However, copies of the film will be distributed to every secondary school on the island.

Resource persons will be dispatched to participating schools to entertain any questions, concerns and suggestions that the students may have in relation to Climate Change.

#### 9. Youth Expedition to the “Miracle Lake” at Layou

Education is dynamic and as such it cannot be confined to the walls of the classroom. In light of this a youth expedition to the “Miracle Lake” at Layou shall be conducted on Friday 8<sup>th</sup> June 2007. The participating students shall witness first hand the impact that extreme weather can have on the physical environment and in turn the biodiversity that lies therein. Forestry Officers as well as Agricultural Officers will be on hand to facilitate guided tours of the “Miracle Lake” whilst explaining how Climate Change is linked to its formation.

#### 10. School Assemblies

Schools will be encouraged to conduct Student led Assemblies Focusing on the importance of adapting to Climate Change & highlighting World Environment Day 2007. Schools with established environmental clubs will be the principal target group for this activity.

## 11. Fish Day Event

Dominica's marine environment and in turn her fishers, are being adversely affected by Climate Change. An activity has been developed to spread awareness of the impact that Climate Change is having on the livelihood of the fishers whilst highlighting their contribution to food security and the Dominican economy.

On Saturday, 9<sup>th</sup> June 2007 fishers of the Nature Isle will be encouraged to participate in the first ever National Fish Day Event. Fishers will be asked to land their days catch at designated landing sites across the island. Data Collectors of the Fisheries Division shall keep a record of the size of the catch and the largest fish caught by each fisher. A National Prize of one (1) drum of fuel will be given to the fisher who lands the biggest fish whilst the fisher who lands the biggest catch.

## 12. Treasure Hunt within the capital city of Roseau (Botanical Gardens)

In an effort to mobilize and educate our youth on the need to preserve the environment a treasure hunt shall be conducted on Saturday, 9<sup>th</sup> June 2007 at the Botanical Gardens.

The objective of this activity is to make learning about the environment as simple and as enjoyable as is possible for the youth whilst encouraging them to grow up with a high level of environmental consciousness.

This event will also serve as a means of fund raising towards future environmental programs

**Below is a Gant Chart of the Program of activities for Environment Week 2007**

Activities	Date (May)		Date (June)								
	30	31	1	2	3	4	5	6	7	8	9
Media Blitz											
School Assemblies											
Walk-a-thon											
Church Service											
Environment Biking Extravaganza											
Television Address by the Minister of Agriculture											
Panel Discussion											
Movie Day											
Solar Oven Demonstration											
Youth Expedition											
Treasure Hunt											
Fish Day											

**Program Outputs:**

1. Report of the program of activities for World Environment Day 2007, including a financial statement
2. A short video documentary of the program of activities for World Environment Day 2007
3. Funds raised towards future environmental programs

**Program Outcomes:**

1. A higher level of public awareness on the issue of Climate Change and the strategies for mitigation and adaptation
2. Strengthening of the partnership between the stakeholders of environmental protection across Dominica
3. The collaborating partners of this program shall develop a stronger public presence
4. An increased level of public interest, support and commitment towards environmental issues especially Climate Change
5. Identification of young environmental advocates

**Program Budget:**

Total Projected Cost: E.C **22,711.73**

## **Draft Itemized Budget:**

<b>Activity</b>	<b>Item</b>	<b>Quantity</b>	<b>Unit Cost</b>	<b>Total (EC\$)</b>
Media Blitz	From All Angles	1	750.00	750.00
Walk-a-thon	Water	10 ctns	34.50	345.00
	Banner	1	350.00	350.00
	Vehicle	1	100.00	100.00
	Cooler	2	50.00	100.00
	Ice	10 bags	4.60	46.00
	First Aid Kit	1	100.00	100.00
	T-Shirts	100	15.00	1500.00
	Paper	1 rim	20.00	20.00
	Pencils	10 packets	12.08	108.72
Panel Discussion	Banner	1	-	-
	Snacks	75	8.00	600.00
	Live Broadcast	1	345.00	345.00
	Web Cast	1	500.00	500.00
	Transportation	1	200.00	200.00
Movie Day	Blank DVDs	15	5.00	75.00
	Projector	3	1000.00	3000.00
Solar Oven Demonstration	Solar ovens	5	543.38	2716.90
	Food items	-	200.00	200.00
	Honorarium			150.00
Youth Expedition	Transportation	4 buses	150.00	600.00
	Snacks	60	8.00	480.00
Treasure Hunt	Treasure items	-	-	50.00
	Snacks	100	8.00	800.00
	Prizes	3	-	250.00
	P.A System	1	1000.00	1000.00
	First Aid Kit	1	-	-
Environment Bike Extravaganza	Water	10 ctns	34.50	345.00
Fish Catch Day	Fuel	1 Drum	506.70	506.70
	Motor Oil	4 Ctns	152.95	611.80
Promotion	Television Adds (Marpin)	1 Month	575.00	575.00
	Television Adds (Sat Telecoms)	1 Month	500.00	500.00
	Radio Adds (Kairi F.M)	1 Month	575.00	575.00
	Radio Adds (D.B.S)	1 Month	500.00	500.00
	Radio Adds (Q95 F.M)	1 Month	250.00	250.00
	The Sun	3 Weeks	491.61	461.61

	T-Shirts	400	-	4,000.00
<b>GRAND TOTAL</b>				<b>22,711.73</b>