Communications, Education and Public Awareness on the Front Lines:
Twelve Stories from Equator Prize winners
Monday, October 15th 2012 18:00-22:00pm
CEPA Fair

Welcome and Introduction
Eileen de Ravin
(5 minutes)

Video: The Equator Prize in Action: Vietnam
(5 minutes)

Equator Prize Winners and Communications, Education and Public Awareness
Alejandra Pero
(5 minutes)

Youth and Child Engagement
Cliff Marlessy and Sandra Tjan, Indonesian Community-based Marine Management Foundation
(10 minutes)

Discussion: Youth and Child Engagement
(10 minutes)

Guiding Questions

- What has been everyone else's experience with engaging children and youth in environment and development? Who has an example from their community?
- What has been successful? And what has been less successful? Why do we think that is?

The Use of Culturally Appropriate Communications Strategies
Gladman Chibememe, Chibememe Earth Healing Association
(10 minutes)

Discussion: The Use of Culturally Appropriate Communications Strategies
(10 minutes)

Guiding Questions

- What has been everyone else's experience with the merging of communication and culture?
- Does anyone else have stories of where a communications strategy has been designed around local culture?
- Has anyone used music, dance, drama, or other kinds of performance to get their messages out to communities?

Innovative Uses of Media and Technology
Chinthaka Weerasinghe, Sri Lanka Wildlife Conservation Society
Igbokwe Ugochukwu Josephat, The Smallholders Foundation
(20 minutes)

Discussion: Innovative Uses of Media and Technology
(10 minutes)

Guiding Questions

- Who else has stories of using technology in innovative ways in their communities? Video, cameras, radio, mapping technology…?
- What have been people's experiences with the internet? Do communities view it as a social tool or a way of accessing valuable information? Both?
- Has anyone had negative experiences with technology, where it has done more harm than good?

[Break for food and drinks]
(15 minutes)

Peer-to-Peer Learning Exchange
Veena Hassan, GREEN Foundation
Utkarsh Ghate, Aharam Traditional Crops Producers' Company
(20 minutes)

Discussion: Peer-to-Peer Learning Exchange
(10 minutes)

Guiding Questions

- Who else has had experience with peer-to-peer learning exchanges with other communities?
- What made the experience successful or not?
- How did you apply the knowledge gained when you returned home?

Project Sites as Centers of Excellence
Mercy Mbogho, Kwetu Training Centre for Sustainable Development
(10 minutes)

Discussion: Project Sites as Centers of Excellence
(10 minutes)

Guiding Questions

- Does anyone else have an experience to share of using project sites as centers of excellence?
- What were some of the obstacles?
- What advice would you give to other communities trying to establish a center of excellence?

The Use of Extension Officers and Services
Rengalakshmi, M.S.Swaminathan Research Foundation

Discussion: The Use of Extension Officers and Services
(10 minutes)

Guiding Questions

- Who else has had experience with extension officers and services?
- What were some of the challenges and how did you overcome them?

Establishment of knowledge networks
Saidou Gnanando, Réseau de Développement de Réserves Naturelles Communautaires, Benin
Noelie Ouèdraogo, Association Songtaab-Yalgré, Burkina Faso
(20 minutes)

Discussion: Establishment of Knowledge Networks
(10 minutes)

<u>Guiding Questions</u>

- Who else has experience with knowledge networks?
- How did you make the connections that got you started?
- How do you maintain momentum in a knowledge network to ensure active participation and benefits for members?

Participatory Needs Assessments
Lourdes Laureano, Pacari Network, Brazil
(10 minutes)

Discussion: Participatory Needs Assessments
(10 minutes)

<u>Guiding Questions</u>

- Who else has experience with participatory needs assessments?
- Why is this preferable to a one-size-fits-all project management approach?
- What were the differences in needs among communities?