



## Communications, Education and Public Awareness on the Front Lines: Twelve Stories of Best Practice from Equator Prize winners

Monday, October 15<sup>th</sup> 2012 18:00-22:00pm  
CEPA Fair

The Equator Initiative recognizes and advances local sustainable development solutions for people, nature and resilient communities. In the newly launched publication *The Power of Local Action: Lessons from 10 Years of the Equator Prize*, the Equator Initiative presents 12 key lessons on successful community-based action for the environment and development. One of these lessons is that ‘communication is a powerful agent of behavior change’. Equator Prize winners demonstrate this through: peer-to-peer learning exchanges, the use of project sites as centers of excellence, the deployment of extension officers and extension services, the use of culturally appropriate communications strategies, innovative usage of media and technology, the establishment of knowledge networks, participatory needs assessments, and the engagement of youth and children. This reception brings together ten representatives from Equator Prize winning communities to present their work in each of these areas of grassroots communications, education and public awareness innovation. Stations will be set up for communities to present in a rapid-fire, rotating, interactive format. Drinks and light food provided.

### Welcome /Introduction

Eileen de Ravin, Manager, Equator Initiative

### Presentations

#### Peer-to-peer learning exchange

Utkarsh Ghate, Aharam Traditional Crops Producers’ Company, India  
Rama Satish and Veena Hassan, GREEN Foundation

#### Project sites as centers of excellence

Mercy Mbogho, Kwetu Training Centre for Sustainable Development, Kenya

#### The use of extension officers and services

Bibhu Kalyan Mohanty, Tribal Communities of the Jeypore Tract of Orissa, India

#### The use of culturally appropriate communication strategies

Gladman Chibememe, Chibememe Earth Healing Association, Zimbabwe  
Jerry Wana, Sepik Wetlands Management Initiative, Papua New Guinea

#### Innovative uses of media and technology

Chinthaka Weerasinghe, Sri Lanka Wildlife Conservation Society, Sri Lanka  
Igbokwe Ugochukwu Josephat, The Smallholders Foundation, Nigeria

#### Establishment of knowledge networks

Saidou Gnanando, Réseau de Développement de Réserves Naturelles Communautaires, Benin  
Noelie Ouèdraogo, Association Songtaab-Yalgré, Burkina Faso

#### Participatory needs assessments

Wu Jiawei, Kangmei Institute of Community Development and Marketing, China

#### Youth and child engagement

Cliff Marlessy and Sandra Tjan, The Indonesian Community-based Marine Management Foundation, Indonesia