

# CEPF SMALL GRANT FINAL PROJECT COMPLETION REPORT

<b>Organization Legal Name:</b>	Jamaica Environment Trust (JET)
<b>Project Title:</b>	Building Support for the Portland Bight Protected Area in Jamaica
<b>Date of Report:</b>	31 March 2014
<b>Report Author and Contact Information</b>	Diana McCaulay, 876-469-1315, 11 Waterloo Road, Kingston 10

## CEPF Region: Caribbean Islands Biodiversity Hotspot

**Strategic Direction:** Strategic Direction 2. CEPF Investment Strategy 2.1: Mainstream biodiversity conservation and ecosystem service values into development policies, projects and plans, with a focus on addressing major threats such as unsustainable tourism development, mining, agriculture and climate change.

**Grant Amount: US\$19,910.00**

**Project Dates: October 1<sup>st</sup>, 2013 – March 31<sup>st</sup>, 2014**

**Implementation Partners for this Project (please explain the level of involvement for each partner):** Jamaica Environment Trust (leadership, management, operations, production of materials and other outputs)

Caribbean Coastal Area Management Foundation (logistics and assistance for community work)

## Conservation Impacts

***Please explain/describe how your project has contributed to the implementation of the CEPF ecosystem profile.***

This project was designed to conduct an advocacy campaign made necessary by the announcement of a large port to be constructed in the Portland Bight Protected Area (PBPA). The advocacy plan is in Appendix 1. The objectives of the advocacy campaign were to: build public awareness and support for the (PBPA for due process in development planning and decision making regarding projects in the PBPA; to ensure full details for the plans for a proposed port in the PBPA were disclosed and public consultation done before decisions were taken; and to give local people an avenue to have their questions answered about the proposed port.

***Please summarize the overall results/impact of your project against the expected results detailed in the approved proposal.***

Planned outputs were: (a) a town hall meeting in Old Harbour Bay, broadcast on radio; (b) a 2-minute advocacy film on the importance of the PBPA, disseminated via social media; (c) a 30 second public service announcement (PSA) aired on national television; and (d) a illustrated and simple briefing paper for the general public on the issues surrounding the port development, disseminated via networks.

Results were as follows:

- a) The Old Harbour Bay town hall meeting was held in Old Harbour Bay on March 24<sup>th</sup>, 2014. Approximately 250 people attended. It was broadcast live on Nationwide News Network and led the news on CVM TV on March 25<sup>th</sup>, 2014 Links to the live radio broadcast and to the TV newscast can be found at and  
Radio: <https://soundcloud.com/jamentrust/old-harbour-bay-have-your-say>

<https://soundcloud.com/jamentrust/old-harbour-bay-have-your>

Television: [http://www.cvmtv.com/videos\\_1.php?id=2989&section=watch](http://www.cvmtv.com/videos_1.php?id=2989&section=watch)

The event was also covered by the Observer Newspaper on Wednesday, April 9, 2014:  
[http://www.jamaicaobserver.com/environment/-Thank-God-fi-seaside-\\_16436709](http://www.jamaicaobserver.com/environment/-Thank-God-fi-seaside-_16436709)

During the question and answer section of the meeting, several community members expressed concerns about the implications of the proposed development on their livelihoods and on the flood-prone community's ability to withstand the impacts of hurricanes and storm surge. The discussions highlighted community members' lack of access to information about the proposed development and revealed that they have a number of concerns and yet unanswered questions. Following the community meeting, the organizers agreed that additional community outreach is needed in the PBPA, and C-CAM would be the appropriate organization to take the lead in making this happen. JET has also written to the Minister of Transport Works and Housing outlining the community concerns.

- b) The 3.5 minute advocacy film was produced and uploaded to YouTube on February 2<sup>nd</sup>, 2014 <http://www.youtube.com/watch?v=KvFs1wqZrAM>. At the time of writing, it had been viewed 3,145 times, but this would not include those who watched it on any Facebook page. It was posted on the JET Facebook page and shared by 67 organizations and individuals.
- c) The 30 second PSA was produced on January 28<sup>th</sup>, 2014 and uploaded to YouTube at [http://www.youtube.com/watch?v=8DEN2G\\_pLUE](http://www.youtube.com/watch?v=8DEN2G_pLUE). At the time of writing, it had been viewed 3,273 but this would not include those who watched it on any Facebook page. It was posted on the JET Facebook page and shared by 57 organizations and individuals. It was shown on Television Jamaica 45 times between January 27<sup>th</sup> and February 9<sup>th</sup>, 2014 under this grant. Additional funding was sourced from the Grantham Foundation to keep the PSA on TVJ and air it on CVM as well for three weeks during the month of April 2014.
- d) The Briefing Paper was contracted to Wendy Lee and completed on December 12<sup>th</sup>, 2013. The Briefing Paper was disseminated electronically to JET's 504 members, the Jamaica Civil Society Coalition, the Jamaica Environmental Advocacy Network, the newly created Portland Bight Stakeholders Group, via a new website [www.savegoatislands.org](http://www.savegoatislands.org), on JET's Facebook page, and in hard copy to all 63 members of Parliament. The briefing paper was hand delivered to Gordon House while Parliament was in session on Wednesday, January 29, 2014 so that Parliamentarians opened their envelopes right away, read and started to discuss the paper immediately (instead of the normal method of putting the envelope in their pigeonholes) . We continue to hand out this paper whenever possible – approximately 30 photocopies were handed out at the Old Harbour Bay community meeting, for example.

***Please provide the following information where relevant:***

**Hectares Protected: N/A**  
**Species Conserved: N/A**  
**Corridors Created: N/A**

***Describe the success or challenges of the project toward achieving its short-term and long-term impact objectives.***

All short term objectives were met. The outcomes of this project, along with a great many other supporting activities (a short animated film, production of a 2014 desk calendar, T-shirts, an occupy event at JET's offices, attendance at many meetings, issuance of several press releases, numerous Access to Information requests etc) resulted in an unprecedented level of media coverage and national attention to this issue. From end August 2013 to March 2014, JET counted 289 print articles, 12 internet articles/blogs, 24 radio and 11 TV features (not including the paid PSAs on television).

This CEPF small grant funded activities that were part of a suite of ongoing awareness raising and advocacy actions conducted by JET. The CEPF project therefore contributed to JET's ability to sustain a critical mass of action in different spheres (media, public events, parliament, and community) and at different levels (national, local) over the period and should be viewed as part of a contribution to a broader campaign rather than merely stand-alone products and activities. While it is difficult to measure the impacts of outreach and advocacy action in the short-term, it is possible to say the following about JET's advocacy work on the Goat Islands/PBPA issues over the period:

- 1) JET has helped keep the issue part of the public discourse, as evidenced by the high level of media coverage. Social media outlets (Facebook, blogs, and Twitter) have also helped keep the issue in the public eye. While JET's work was not the only trigger for news coverage over the period, it was a significant contributor.. This has also helped increase awareness of the Portland Bight Protected Area/Conservation Corridor and its importance among general audiences.
- 2) JET's persistent demand for accountability on this issue has helped reinforce that there is external scrutiny on how the decision-making about this project is being done.
- 3) JET has helped push for the opening of spaces for civil society voices to feed into parliamentary discussions, by writing to two Parliamentary committees – the Infrastructure and Development Committee and the Public Appropriations and Administration Committee – and requesting to be heard by those committees. JET's request was debated in Parliament over a two week period; there was both support and opposition to the request. The advice of the Clerk of the House was sought and she ruled that JET's request was appropriate and we now await a date.

Jamaica Gleaner, February 21: <http://jamaica-gleaner.com/gleaner/20140221/news/news2.html>

Jamaica Observer, February 25: [http://www.jamaicaobserver.com/news/JET-seeks-PAAC-s-help-on-Goat-Islands\\_16135817](http://www.jamaicaobserver.com/news/JET-seeks-PAAC-s-help-on-Goat-Islands_16135817)

Jamaica Observer, March 2: [http://www.jamaicaobserver.com/news/PAAC-split-by-Goat-Islands-issue\\_16170559](http://www.jamaicaobserver.com/news/PAAC-split-by-Goat-Islands-issue_16170559)

Jamaica Gleaner, March 13: [http://jamaica-gleaner.com/gleaner/20140313/news/news9.html?utm\\_source=rss&utm\\_medium=rss&utm\\_campaign=more-news-in-brief-25](http://jamaica-gleaner.com/gleaner/20140313/news/news9.html?utm_source=rss&utm_medium=rss&utm_campaign=more-news-in-brief-25)

With regard to the long term, the fate of the heart of the Portland Bight Protected Area still hangs in the balance.

***Were there any unexpected impacts (positive or negative)?***

Advocacy campaigns are stressful. The last six months has taken a toll on the staff at JET, especially on its CEO who has handled the brunt of the media work.

## Lessons Learned

***Describe any lessons learned during the design and implementation of the project, as well as any related to organizational development and capacity building. Consider lessons that***

**would inform projects designed or implemented by your organization or others, as well as lessons that might be considered by the global conservation community.**

There were several lessons learned:

- 1) Advocacy campaign need to be sustained and use many different methods – TV, radio, print, legal tools, community meetings, posters, handouts, social media.
- 2) We convened one focus group in order to design the PSAs – this would have been more effective if we had had funding to do more focus groups.
- 3) The focus group suggested using a more nationalistic message (Don't Sell Out Jamaica)– as opposed to a straight environmental message – we believe this was a good decision.
- 4) The PSAs were underfunded – the high level product was only achieved because of the in kind support of the videographer and the photographer, as well as the donation of helicopter time to get the aerial photos that made them so effective.
- 5) The activities covered by this grant led to other activities – for example, handing out of the briefing paper often led to requests for radio interviews, or talks to be given, or resulted in considerable time spent on the phone to members of the public. So this grant meant many hours of staff time spent in related activities, which were not compensated. Advocacy campaigns need a lot of staff time which is difficult to quantify or estimate beforehand.
- 6) There was no provision for evaluation so we cannot present data on the impact of the campaign.

***Project Design Process: (aspects of the project design that contributed to its success/shortcomings)***

This project was not designed to operate in isolation, but as part of a wider campaign. This meant that its reach went far beyond its funded activities and supported the whole advocacy plan for building awareness of the PBPA and the issue of the proposed port.

***Project Implementation: (aspects of the project execution that contributed to its success/shortcomings)***

JET has nine years of experience conducting advocacy campaigns using a variety of methods, including the media and legal tools such as the Access to Information Act. These approaches have not generally been used by other environmental groups in Jamaica and despite efforts to bring other voices on board for this project, this was not especially successful. JET occupied (and still occupies) a lonely spot, leading this campaign.

***Other lessons learned relevant to conservation community:***

There is a resistance to doing advocacy campaigns from most Jamaican ENGOs. They are seen as risky and likely to jeopardize relationships and funding coming from government sources. It is JET's opinion that conservation work carried out in the absence of advocacy is unlikely to be unsuccessful over the long term. This proposed port in the PBPA threatens not only this protected area, but all Jamaican protected areas, because, if it goes ahead, it signals that the Government of Jamaica is not committed to protected areas which could, in turn, have implications for international funding.

Advocacy campaigns need to be supported by concurrent and sustained on the ground work in the community – this did not happen with this project and this was a gap.

<b>ADDITIONAL FUNDING</b>
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***Provide details of any additional donors who supported this project and any funding secured for the project as a result of the CEPF grant or success of the project.***

<b>Donor</b>	<b>Type of Funding*</b>	<b>Amount</b>	<b>Notes</b>
Grantham Foundation	B	US\$22,333.05	Grantham funded keeping the 30 sec PSA on TV for an additional month

**\*Additional funding should be reported using the following categories:**

- A** *Project co-financing (Other donors contribute to the direct costs of this CEPF project)*
- B** *Grantee and Partner leveraging (Other donors contribute to your organization or a partner organization as a direct result of successes with this CEPF project.)*
- C** *Regional/Portfolio leveraging (Other donors make large investments in a region because of CEPF investment or successes related to this project.)*

### Sustainability/Replicability

**Summarize the success or challenge in achieving planned sustainability or replicability of project components or results.**

The products developed by this project continue to be used – the briefing paper, and the two electronic PSAs. They are available on line and additional funding has been sought and received to keep the PSAs on air. JET has carried out advocacy programmes on behalf of Jamaica's natural resources for 23 years and we will continue to do this.

**Summarize any unplanned sustainability or replicability achieved.** None.

### Safeguard Policy Assessment

**Provide a summary of the implementation of any required action toward the environmental and social safeguard policies within the project.**

There was none.

### Additional Comments/Recommendations

None

### Information Sharing and CEPF Policy

CEPF is committed to transparent operations and to helping civil society groups share experiences, lessons learned, and results. Final project completion reports are made available on our Web site, [www.cepf.net](http://www.cepf.net), and publicized in our newsletter and other communications.

**Please include your full contact details below:**

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Organization name: Jamaica Environment Trust

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Tel: 876-960-3693

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E-mail:

**\*\*\*If your grant has an end date other than JUNE 30, please  
complete the tables on the following pages\*\*\***

**Performance Tracking Report Addendum**

**CEPF Global Targets**

**(Enter Grant Term)**

Provide a numerical amount and brief description of the results achieved by your grant.  
Please respond to only those questions that are relevant to your project.

<b>Project Results</b>	<b>Is this question relevant?</b>	<b>If yes, provide your numerical response for results achieved during the annual period.</b>	<b>Provide your numerical response for project from inception of CEPF support to date.</b>	<b>Describe the principal results achieved from July 1, 2007 to June 30, 2008. (Attach annexes if necessary)</b>
1. Did your project strengthen management of a protected area guided by a sustainable management plan? Please indicate number of hectares improved.	No			Please also include name of the protected area(s). If more than one, please include the number of hectares strengthened for each one.
2. How many hectares of new and/or expanded protected areas did your project help establish through a legal declaration or community agreement?	No			Please also include name of the protected area. If more than one, please include the number of hectares strengthened for each one.
3. Did your project strengthen biodiversity conservation and/or natural resources management inside a key biodiversity area identified in the CEPF ecosystem profile? If so, please indicate how many hectares.	No			
4. Did your project effectively introduce or strengthen biodiversity conservation in management practices outside protected areas? If so, please indicate how many hectares.	No			
5. If your project promotes the sustainable use of natural resources, how many local communities accrued tangible socioeconomic benefits? Please complete Table 1 below.	No			

**If you answered yes to question 5, please complete the following table.**





**ADVOCACY STRATEGY: TAI COALITION**

**OVERALL OBJECTIVE: Improve decision making and public consultation for development approval in protected areas**

Sub-objective	Outcomes	Activities	Duration		Status	Resources	Roles & Responsibilities Key Implementers	Key Stakeholders Involvement	Allies	Who Influences them
			Start Date	End Date						
1. Improve divestment process	Environmental considerations taken into account in divestment process: specified procedures and restrictions on the divestment of government owned land in protected areas	Ask for divestment policy	27-Aug	30-Aug	Done. Received	N/A	JET	1. Minister Robert Pickersgill, Ministry of Water, Land, Environment and Climate Change (MWLECC)2. Milverton Reynolds, Managing Director- Development Bank of Jamaica (DBJ) 3. Joseph Matalon - Chairman, DBJ 4. John Gayle, Sugar Company of Jamaica Holdings 5. Diane Edwards, CEO, JAMPRO 6. Butch Stewart, Chairman JAMPRO 7. K.D. Knight, Chairman -Urban Development Corporation 8. Desmond Young, Acting Managing Director- UDC 9. Commissioner of Lands	Laleta Davis Mattis - to liaise with the Chief Parliamentary Counsel	1. Jamaican public (sentiment) 2. Local and international press
		Review policy	On receipt of policy	3 wks after receipt	In progress	N/A	TAI Coalition			
		Speak to decision makers informally and formally	After review of policy	30-Dec		N/A	TAI Coalition			
		Social media briefing	After review of policy	30-Dec		1. Social media sites (JET's twitter, facebook, website) 2. Staff time	TAI Coalition			
2. Getting EIA regulations passed	Get EIA regulations passed with stringent requirements for public consultation	Request copy of drafting instructions for regulations	23-Aug	27-Aug	Done - drafting instructions received	1. Staff time	JET	1. Peter Knight, CEO, National Environment and Planning Agency (NEPA) 2. Albert Edwards, Chief Parliamentary Counsel 3. Robert Collie, Director of Legal Services Branch NEPA 4. Minister Robert Pickersgill, MWLECC	1. EIA consultants	1. Jamaican Public - but who? Need to do analysis of public. 2. Local and international press
		Review drafting instructions	24-Sep	3 wks after receipt	In process		TAI Coalition			
		Find out stage of enactment	20-Sep	1-Oct	Done. The Ministry is reviewing this		JET			
		Require and engage process on passing regulations	After review of drafting instructions	30-Dec			TAI Coalition			
						TAI Coalition				

3. Prevent transshipment port in Portland Bight Protected Area	Goat Islands in protected area remains conserved in immediate future	Do press releases and media interviews			Done and continuing	1. Good fisher spokesman 2. Goat Island stories 3. Graphic designer- USD 300 4. Laptop- USD 1500 5. Images- USD 750 6. Film- USD 6000 7. Airtime- USD 5000 8. Social media (JET's and CCAM's facebook, twitter, website) 9. Communications, supplies, materials to organise Town Hall meeting in Old Harbour Bay and develop film 10. Staff time	JET, CCAM	1. UWI 2. Carlton Davies, Ambassador and Special Envoy, OPM 3. Minister Robert Pickerrgill, MWLECC 4. K. D. Knight Chairman UDC 5. Prime Minister 6. Gordon Shirley, Port Authority 7. China Harbour Engineering 8. Government Cabinet - Omar Davies, Minister of Transport and Works, Minister Peter Phillips, Minister of Finance	1. UWI 2. FT Worth 200 3. Jamaica Civil Society Coalition 4.Environmental Law Alliannce Worldwide 5.Jamaica Environmental Advocacy Network 6. Critical Ecosystem Partnership Fund 7. Hugh Small , Q.C. 8. Old Harbur Bay Community Development Association 9. Protected area managers	1. Jamaican public (sentiment) 2. Local and international press
		Request public disclosure on alternatives : Port authority	22-Aug	30-Aug	Done		JET			
		Media tour	24-Aug	25-Aug	Done		JET, CCAM			
		Use Access to Informamtion to obtain information relating to port development	26-Aug	27-Aug	Done - Some info refused. Appeal		JET			
		Develop and air film on Portland Bight Protected Area	14-Oct	31-Dec	Done		JET			
		Develop briefing paper on Goat Islands/ Portland Bight Protected Area for dissemination	14-Oct	31-Dec	Done		JET			
		Get a good fisher spokeman e.g. Old Harbour Bay fisher	26-Aug	31-Oct	in process		JET, CCAM			
		Collate Goat Island stories and pictures	26-Aug	31-Oct	Done. www.savegoatislands.org		JET			
		Research legal acion - public trust doctrine	26-Aug	31-Oct	Done		JET			
		Organise Town Hall meeting	31-Oct	31-Dec	Done		JET, CCAM			