

Climate Change Outreach in Fiji

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Fiji



Country Background

- Fiji lies at, “174° East and 178° West of Greenwich and makes up a total landmass of 18,300km² with an Exclusive Economic Zone (EEZ) of approximately 1.3x10km².
- Two main islands, Vanua Levu which is 5,556 square kilometers and Viti Levu 10,429 square kilometers.
- Capital city of Suva situated on Viti Levu.
- Mountainous land in Fiji comprises 12,400 square kilometers; hills comprise 2,700 sq km and flat land, 2,800 square kilometers.
- Population stands at 884,887. The Median Age of the Population is 27.5 years.
- The climate of Fiji is generally categorized as an oceanic tropical climate in which the dry season is from May to October and rainy season from November to April.
- Fiji is considered one of the most multi-racial countries of the South Pacific.

Fiji Islands



Outline

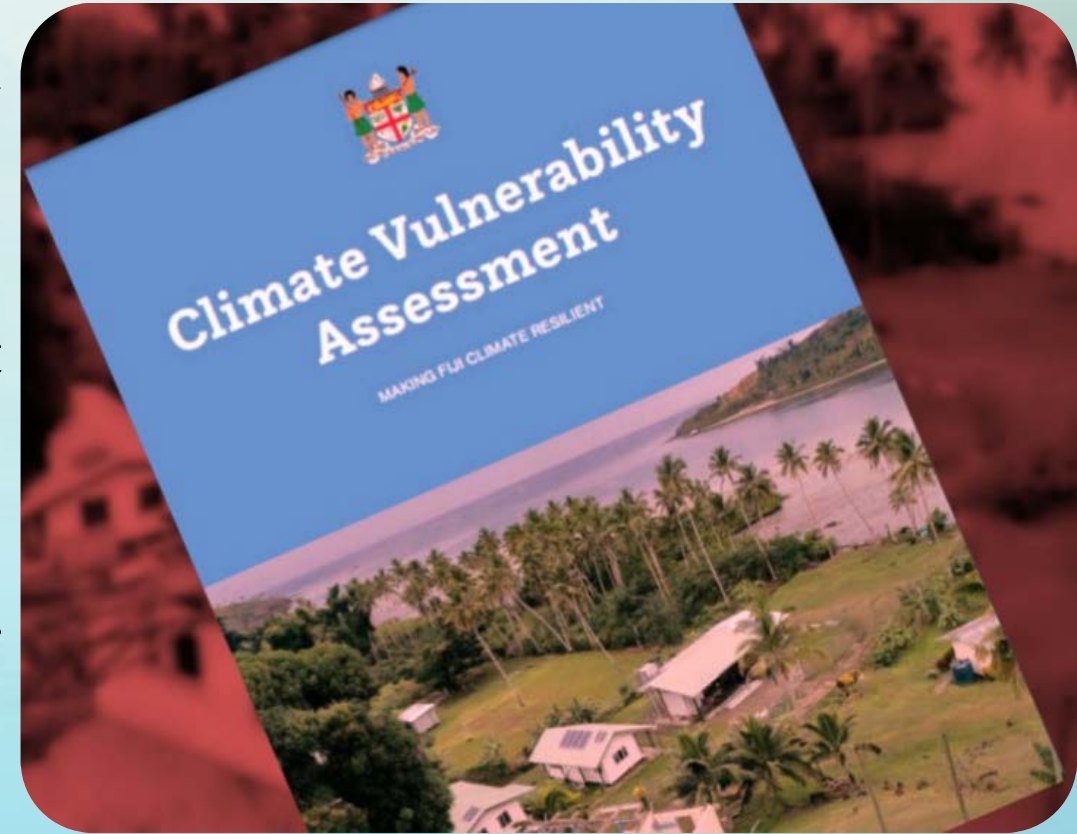
1. Communication in context of Development Partners
2. Communication in context of broader General Public
3. Communication in context of Specific Climatic Events
4. Communication in context of COP23
5. Questions and Answers at informal “marketplace”

1. Communication in context of Development Partners



- Stakeholder involvement as a key principle
- Key informant interviews with NGOs, CBOs, GIZ, CROP, ADB, USP
- Open nationwide feedback process with 43 stakeholders
- Particular focus was given to obtaining feedback from organisations:
 - Supporting low-income and otherwise disadvantaged groups (including people with disabilities, elderly, women, children, and LGBTQ).
 - Representing the private sector.
- National consultation workshop – validation of the NAP Framework
- Creation of National Climate Change Coordination Committee
- Creation of NAP Steering Committee
- Creation of NAP Forum

- Informs Fiji's development planning and investment decisions for years to come
- It highlights 5 priorities over next 10 years, with a total estimated investment requirement of FJD9.3 billion.
- Awareness raising tool to communicate to the development partners and other ministries about the climate risks
- Draws global attention to climate risks facing Fiji and our adaptation needs



2. Communication in context of the General Public

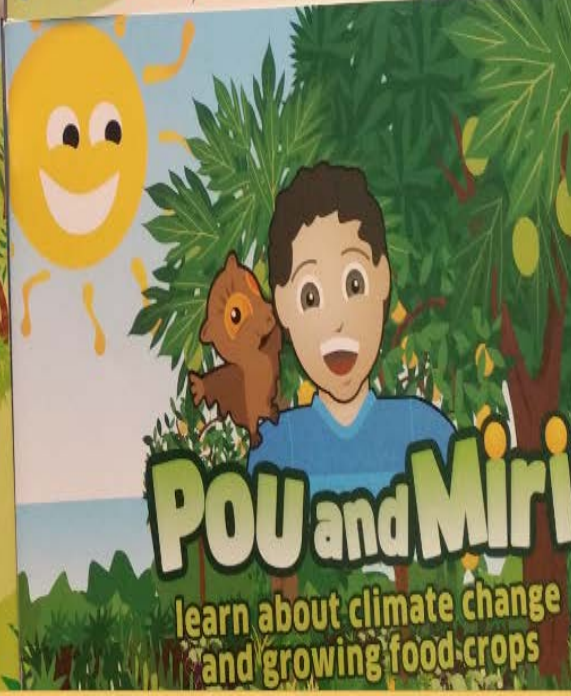
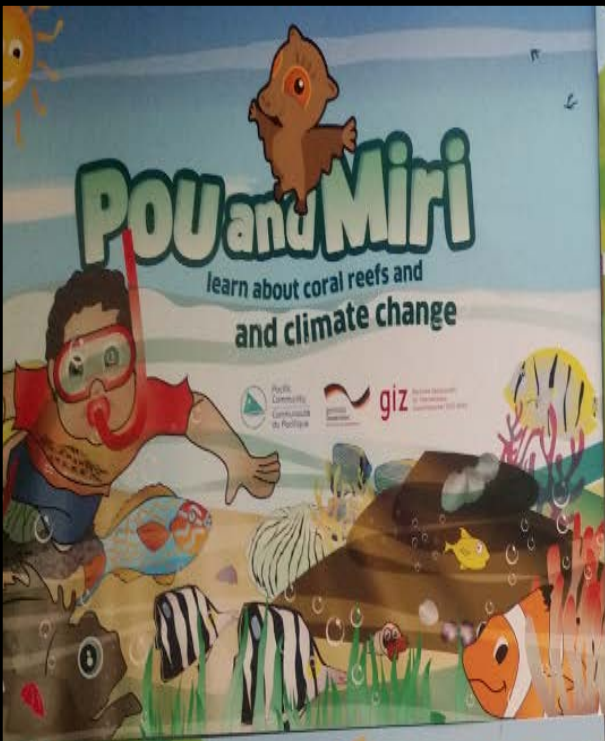
- **Targeting general public**
 - Awareness Campaigns to create a climate-aware citizenry – climate week, climate march, climate protection activities
 - Awareness-raising programs for schools
- **Role of Faith-based organisations, FemLINK Pacific, Fiji Association of the Deaf, Fiji Red Cross and community groups**
- **Role of sub-national government representatives such as conservation officers**

National Climate Change Week



Communicating through Art



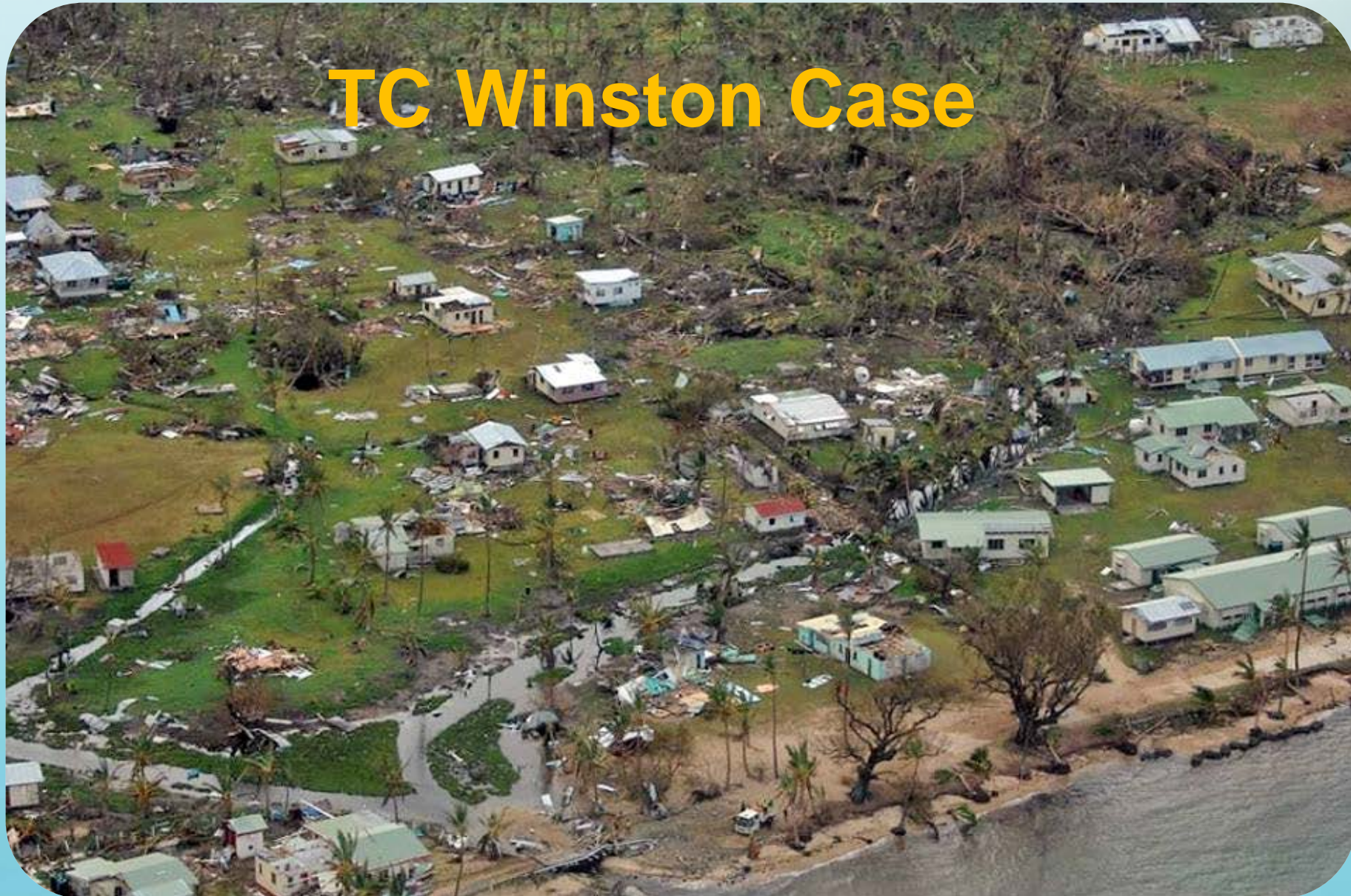




Other Communication Tools

- Event Planner – highlight events and activities at the district, provincial, and national level
- Media organisations – FBC Limited and Communications Fiji Limited have been requested to assist in carrying climate change messages
- Climate Change Ambassadors and Champions
- Other communication avenues identified include dances, dramas, storytelling, lecture series, school quizzes and, children's TV programmes

3. Communication in context of Climatic Events



- TC Winston, an extremely destructive Category 5 cyclone, struck Fiji on 20th February 2016.
- Caused widespread damage and destruction impacting 540,414 (62% of population) people, and caused 44 fatalities.
- 30,369 houses, 495 schools, and 88 health clinics were damaged or destroyed.
- Combined damage and losses were about 20% of Fiji's GDP in 2015

Fiji



Post-Disaster Needs Assessment



- Recognition of importance of keeping the affected well informed of progress and targets in the recovery activities and ensuring that programme beneficiaries can access necessary information through popular media channels.

- Aftermath of natural disasters involves a strong communication strategy to assist individuals and communities to recover
- Media played a significant role in affecting the recovering communities
- Local radio, local newspapers, television, talkback radio and the internet was used by the audiences
- Brochures or flyers were a significant source of information also
- Also helpful are: interviews with government officials; letters to the editor; interviews with other experts; interviews with other residents; media comments; and stories in magazines
- Videos and short films made about experiences during the TC, rebuilding homes and restoring livelihoods



- First village in Fiji to reposition, in 2014; moved 2 km inland after years of inundation, coastal inundation and coastal abrasion
- Previous attempts to adapt by building seawalls failed
- Enormously emotional and harrowing experience for the inhabitants
- The Government largely organised the relocation as an integrated action across different government ministries
- Total estimated cost was USD 0.5million
- The Fiji Police Force facilitated the relocation process
- First successful project of its kind in the South Pacific



- Various consultation with villagers about effects of climate change
- Consultations conducted to draw up the relocation plan
- Communication carried out in iTaukei and scientific terms were explained in simple English.
- Relocation may be the last resort, but it is one of the best adaptation strategies
- Government has started to create awareness about relocation, so that citizens are proactive, rather than reactive



4. Communication in context of COP23

❑ Effective communications apparatus to promote, reinforce, and amplify its key messages and priorities.

- ✓ 50 speeches
- ✓ Digital surge with the UN Foundation and other groups – reached 22 million people in 103 countries, generated more than 136 million impressions
- ✓ Facebook Live Link between Fiji and Bonn
- ✓ Young Fijians in the conference
- ✓ Virtual reality experience
- ✓ Launch of new network of Pacific journalists
- ✓ Pacific-wide photo competition and showcasing winning images at the Conference
- ✓ Twitter – creation of a COP23 emoji



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