

Climate Change Act - Adapt - React LIFE+ Proposal Concept note

Introduction

The discussed proposal which fall under the LIFE+ Climate Governance and Information (sub-programme for Climate Action) pillar, concerns an information, awareness and dissemination project, which will promote awareness raising on climate matters, including generating public and stakeholder support of Union policy-making in the field of the climate. At the same time the proposed project will promote knowledge on sustainable development through communication support, management, and dissemination of information in the field of the climate. In parallel the project in discussion will facilitate knowledge sharing on successful climate solutions and practice, including by developing cooperation platforms among stakeholders and training, which will also promote and contribute to a more effective enforcement and compliance with European Union climate legislation, in particular by promoting the development and dissemination of best practices and policy approaches.

The proposed project's main aim is to promote climate change mitigation and adaptation in Cyprus. This will be achieved through an awareness raising campaign, based on an integrated communication strategy, focused on climate change mitigation and adaptation policies and measures. The project aims to bring about notable changes in perceptions, awareness and habits of the general public and targeted groups through the utilisation of the Climate Change Act - Adapt - React concept.

As such, the specific **project objectives** are:

- To map-out existing knowledge and awareness level regarding the climate change mitigation and adaptation.
- To develop and implement an integrated climate change mitigation and adaptation communication strategy, to support the implementation of the Climate Change Mitigation and Adaptation Framework and the National Climate Change Adaptation Strategy of Cyprus
- To develop comprehensive communication tools that will enable transfer of knowledge of the Climate Change Act - Adapt - React concept
- To implement a range of communication and training actions to inform and educate the public and to encourage all target groups to change their habits towards more sustainable practices based on the Climate Change Act - Adapt - React concept
- To monitor project impact on the target audiences

Main aspects of the proposed project

Inform: Most Cypriots are not aware of the negative impacts associated with climate change, hence they are not aware of climate mitigation and adaptation measures. By providing therefore specific information about climate change impacts we will encourage people to learn more about change mitigation and adaptation and get more involved.

Educate: Educating people involves introducing to the target audiences to alternatives to normal daily practices associated with the climate change problem; alternatives, that will help minimise the impact from human activities contributing to climate change. Parallel to the above, it will be our effort in challenging the target audience, to think beyond standard practices and contribute into making the first step forward to mitigating climate change whilst adapting to it.

Motivate: Motivating the selected target groups relies on repetition that subconsciously influences perception, increases awareness and secures commitment. We need to explain the results of their actions, in order for them to understand the reason why they need to get involved.

Key messages to be passed to target audience: Climate change is not something beyond human control. Daily activities do contribute to the problem and by altering our perceptions and taking concrete action we will be able to mitigate the problem. At the same time as the pressing upcoming challenges associated with climate change are fast approaching, we need to prepare ourselves in order to be able to adapt to climate change. The above key messages will be conveyed by communicating the information below: why mitigate and adapt to climate change, Climate change concerns all, what can be done, how to mitigate and adapt to climate change, mitigation and adaptation are feasible.

Actions and means involved

The proposed actions will be designed and organised so that they are aligned with the overall project time plan and together form a complete comprehensive communication plan, to deal with the

problem. Each action will relate to a specific group and serve to fulfil a specific need.

The strategic approach will be based on a combination of Above-The-Line (ATL) & Below-The-Line (BTL) activities. The ATL activities will focus on getting the message through, to all target groups providing all the necessary information about climate change mitigation and adaptation issues and creating awareness. This stage of our communication will deal therefore with the 'theoretical part' of the problem. BTL activities will bring us closer to each specific target group and deal with each group relationship with climate change mitigation and adaptation and will touch the 'technical part' of the problem. We believe that by combining our activities and efforts we can maximise the impact our messages will have and increase the possibility of altering perception.

Based on these 2 axes, our campaign will be divided in two parts: a) The awareness raising part which involves radio, tv, electronic media and printed press campaigns, and b) The climate change mitigation and adaptation education and motivation part where we use more interactive activities such as conferences and festivals, group meetings, workshops etc.

Proposed partners

The project team will be carefully chosen in order to strike a balance between environmental experience and communication capacity so that the best possible results could be obtained. Regarding environmental experience, the proposed project partners involved, share a huge experience both at developing climate change mitigation and adaptation policy and implementing it.

Building upon the previous experience, cooperation and synergies developed through the implementation of LIFE Know Waste Project (LIFE13 INF/CY/000919), the proposed main partners for the discussed project proposal are: Cyprus Broadcasting Corporation (CyBC), which will act as the Project Coordinator, Cyprus News Agency (CNA), Department of Environment of the Ministry of Agriculture, Rural Development and Environment (DoE MARDE), Cyprus Pedagogical institute (PI) and an European partner who will provided the necessary expertise for the Climate Change Act - Adapt - React campaign.

Other potential partners

- Cyprus University of Technology (CUT)
- Department of Forests of the Ministry of Agriculture, Rural Development and Environment (DoF MARDE)
- Agricultural Research Institute (ARI) of the Ministry of Agriculture, Rural Development and Environment
- CARDET

Other Stakeholders who can support or join the project

- Environment Commissioner
- Union of Cyprus Municipalities
- Commissioner of Volunteering and Non-Governmental Organizations
- Friends of the Earth Cyprus