



**JNCC Report 752**

**Technical assistance programme for effective coastal-marine management in  
the Turks and Caicos Islands (DPLUS119)**

**WP4: Knowledge Exchange Programme – Final Report**

**Annex 2: Stakeholder Engagement and Communication Plan**

**November 2023**

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**Title:** Technical assistance programme for effective coastal-marine management in the TCI (DPLUS119): Stakeholder Engagement and Communication Plan

**Initial plan duration:** Duration of the project (Aug 2020 – Mar 2023)

## 1. Overview

This 3-year project funded by Darwin Plus aims to build the evidence base to support assessment and management programmes in the coastal and marine environment of the TCIs. The project will provide in-depth support and capacity building in using information management, environmental indicators, and environmental status assessments. Project outputs will support decision making, maximising the use and value of existing data, and support implementation of a new TCIG Environment Strategy.

The project will address the following needs/priorities of the TCI:

1. Support the development of the TCIG's new Environment Strategy and its request to JNCC for in-depth technical support to achieve this and for other projects/programmes.
2. Maximise the use by TCIG and access to existing and newly emerging data from past/current D+, CSSF and other projects, and maximise connectivity between projects including the SAERI project (DPLUS094) and ettec project (DPLUS108)).
3. Build, in collaboration with other D+ projects, on-island IT capacity, and implement knowledge transfer to build specialist skills and expertise for the long-term.
4. Build evidence on marine-coastal natural assets to support informed decision making and build local capacity to undertake comprehensive marine/coastal monitoring to inform asset status/condition.

Project outputs will include:

1. A natural capital evidence base and tools are developed through a capacity building process with TCIG staff (WP1).
2. Completed status assessments for marine-coastal habitats within TCI territorial waters based on best available evidence through capacity building processes with TCIG staff (WP2).
3. Marine indicators to monitor changes in marine-coastal natural capital enabling progressive adoption of a monitoring programme developed through capacity building processes with TCIG staff (WP3).
4. Building TCIG staff capacity in natural capital approaches and raising awareness through community engagement and communications (WP4).
5. Project management, reporting, and IT (WP5).

A key element of the project will focus on communications and stakeholder engagement. This will aim to raise awareness and appreciation of the goods and services provided by the marine environment of the TCIs. For more engaged stakeholders, the focus will be on sharing the project outputs and making links to how the information can help inform decision making and sustainable management. At every opportunity possible, links and join-up of activities will be made with the ongoing project developing a Marine Spatial Planning (MSP) toolbox for the TCIs (DPLUS094) being led by the SAERI (SAERI), the new ettec-led project on Natural Capital Accounting in the Caribbean overseas territories (DPLUS108), and JNCC's ongoing work on the national TCI Environment Strategy.

This document provides a plan for communication objectives and strategy to support effective engagement and knowledge sharing as part of the project. It will be shared with DECR and Project members for their consideration and reviewed on a regular basis. WP4 leads will be responsible for leading the delivery of the plan, in collaboration with colleagues within DECR.

## **2. Objectives of project communications**

The objectives of project communication have been identified below and have been grouped as per the Prioritised Stakeholder groupings in section 2 of the DPLUS119 Stakeholder Mapping. The objectives for the groups have been summarised below:

For all stakeholders (Low influence, highly and low interested people):

- Build wider understanding of the marine environment and the services it provides.
- Improve awareness of the need to maintain a healthy marine environment.
- Provide examples of how stakeholders and members of the public can help support a healthy marine environment.
- Ensure all stakeholders are kept up to date with progress in the project.

For key players (High influence, highly and less interested people):

As above, plus:

- Build buy-in from decision makers and key stakeholders.
- Ensure stakeholders know where to access information and how to contact the team.
- Share project outputs and demonstrate how these can feed into decision-making and sustainable management of the marine environment.
- Make links to associated activity that is going on in TCIs.

## **3. Audience/insight**

For detailed understanding of the audience please see the Stakeholder Mapping document, which sets out the key groups, the best methods for communicating, and the objectives of engagement.

For the purposes of this plan, we have grouped low influence, highly and less interested people, and high influence, highly and less interested people into two main groups to focus our engagement on.

## **4. Strategy**

Please note, this strategy may need to be adapted accordingly if COVID-19 restrictions continue through the duration of the project. The identified risk on project delivery and communications are whether JNCC staff from the UK can make capacity building visits on island, and whether face to face group meetings can be held in the TCIs. Safety and following local restrictions are the highest priority – the strategy will be regularly reviewed, contingency options will be scoped as required, and updates/decisions will be shared with the Project Steering Group at each meeting.

All stakeholders:

- Newsletter – produce a quarterly/ biannually newsletter providing updates on the project. Where possible, include updates from MSP, Caribbean Natural Capital Accounting project, Blue Belt, Environment Strategy work. Newsletter will be shared with stakeholders for whom we have contact details and who have consented to receiving this sort of information in line with GDPR regulations. The newsletter will also be sent to Government departments by DECR. The newsletter will be uploaded to the project webpage, and link shared on social media to ensure wider interested stakeholders can access the update.
- Times of the Island Green Pages and JNCC's Nature News – occasional articles in quarterly publications about wider marine and coastal TCI work.
- Social media activity – regular updates (at least once a quarter) about the project to be shared on social media, tagging DECR and TCIG to maximise impact.

- Press releases – At key milestones during the project, the project team will prepare press releases providing updates and key information which will be shared on the JNCC website, on the DECR Facebook page, with TCI press contacts, and with support from SAERI. Press releases will aim to achieve TV, radio and online coverage in TCIs, raising awareness of the project and key objectives.
- Website updates – A webpage will be created on the JNCC website to act as a key focus point and information hub for the project. The project webpage will be updated on a regular basis (at least once every 6 months or more regularly as required), sharing key information and reports and ensuring that project products can be accessed in a central place. Where possible, information will also be shared on the DECR website on a regular basis.
- Stakeholder events – a series of events will be held on island in year 3 of the project (providing face to face meetings are possible by that time). Events will be held at carefully planned locations across the islands to ensure maximum opportunity for stakeholders to attend. A separate comms plan will be developed to support delivery of these events nearer the time.
- Communications products – The following products will be produced to build understanding of the marine environment and the services it provides, in line with the project objectives:
  - o A leaflet which can be shared online, but also printed to share on-island at events and through community hubs.
  - o A short video compatible for use on social media.
  - o An infographic highlighting key statistics of the marine environment, including outputs of the natural capital asset register.

For key players (High influence, highly and less interested people):

In addition to the activities above:

- Steering group meetings – Steering group meetings will take place on a quarterly basis, sharing updates and obtaining an appropriate steer when required on project progress, outputs and plans.
- Focused meetings – focused meetings will be held whilst staff are on-island as part of capacity building visits, or as part of JNCC's wider work with DECR on the Environment Strategy. Face-to-face meetings will provide the opportunity for more detailed discussions. If it is not possible to have face to face meetings due to COVID restrictions, virtual meetings will be held using video wherever it is possible to do so.
- Direct communication – emails and direct contact will be made with DECR staff and other stakeholders as required.
- Project reports – Regular project reports will be prepared biannually as part of the Darwin Plus reporting process. These materials will provide an opportunity for stakeholders to access detailed information about the progress of the project.
- Project outputs – products will become available at key milestones throughout the project, as work packages are progressed. Products will be uploaded to the project webpage wherever possible and promoted using social media. Emails will be sent to key stakeholders within TCI Government, and updates will be included in the project newsletter.
- Capacity building activity – when it is possible to do so in line with COVID restrictions, there is the intention to arrange several capacity building visits of key JNCC technical staff to focus on the key work packages of the project, providing the opportunity to communicate technical information to key staff within DECR.

## **5. Scoring/evaluation**

The following factors will be considered when monitoring success:

- Number of signups to newsletter.
- Social media activity – reach (likes, retweets, follows, etc).
- Website analytics.
- Press release pick up.
- Downloads of project reports/ outputs.
- Event analysis – pre and post event questionnaires, feedback forms.
- Event attendance.

Further links will be made to the DPLUS Monitoring and evaluation plan when available.

## **6. Budget**

Currently there is approximately £10,000 of project money available to support communications and stakeholder engagement through the project. Further detail about how this will be spent and across which years will become clearer once COVID-19 restrictions and related timings become clearer.