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Do you see what we see...?

The appearance of areas of cloudy, brown (dirty looking) water off the shoreline, particularly after heavy rainfall, is an increasingly common sight as we walk or drive along the coasts. This most often is the result of topsoil or sediment runoff from adjacent areas of land, either directly or via rivers. It is a sign that land degradation is taking place, such as extensive clearing for construction and slash and burn agriculture, which leave the soil exposed to the elements. This illustrates why IWCAM is so important to us.

Feature Article:

How will we know we're on the right track?

- Indicators and GEF-IWCAM

The lack of basic environmental statistics and indicators is considered a major problem in the Small Island Developing States (SIDS) of the Caribbean. Indicators, which are quantitative or qualitative statements or measured/observed parameters that can be used to describe existing situations and measure changes or trends over time, are important in determining success in the integration of watershed and coastal area management and the resulting improvement of the environment and associated livelihoods.

There are many different types of indicators. The IWCAM Project conforms to the Global Environment Facility's grouping of indicators into three categories:

1. Process
2. Stress Reduction
3. Environmental Status

Process Indicators:

These are institutional processes on the multi-country or single-country level which result in joint action on needed policy, legal and institutional reforms and investments which aim to reduce environmental stress.

Examples:

- The establishment of country-specific inter-ministerial committees to engage key ministries that may be involved with reducing sectoral

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Laboratory Strengthening in Participating Countries

Laboratory strengthening in Participating Countries has been identified by key stakeholders as necessary to support and promote IWCAM practices and activities. The first phase of this will be an assessment of the laboratories within Participating Countries (PCs). The goals of this assessment are:

- The enhancement / development of the capability of national laboratories to perform basic analytical techniques related to the attainment of IWCAM objectives;
- The development of capacity for national IWCAM-related environmental surveillance and monitoring;
- Enhancement of collaboration and cooperation amongst relevant national laboratories in the 13 participating SIDS countries, thereby facilitating greater information exchanges between laboratories;
- Increasing the awareness of SIDS stakeholders about regional and national laboratory services available and how these services can be accessed;
- Achievement of compliance with the obligations of the Cartagena Convention and the LBS Protocol.

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Exploring Jamaica's Demo Project site...



Drivers River Watershed: view down to Port Antonio from Non Such Caves



Reach Falls



Selvyn Thompson of the Demo. Project Team shows the way



Development in the coastal zone



Members of the community: Oliver Hendricks and Omar Doyley, Chairman of the Development Area Committee

BACKGROUND ON THE GEF-IWCAM PROJECT:

The Global Environment Facility-funded Integrating Watershed and Coastal Areas Management in Caribbean Small Island Development States (GEF-IWCAM) Project was approved by the Global Environment Facility (GEF) in May 2004. Implementing agencies are the United Nations Environment Programme (UNEP) and the United Nations Development Programme (UNDP). Executing agencies are the Secretariat of the Cartagena Convention (UNEP-CAR/RCU) and the Caribbean Environmental Health Institute (CEHI) and the UN Office of Project Services (UNOPS). The thirteen participating SIDS are: Antigua and Barbuda, The Bahamas, Barbados, Cuba, Grenada, Dominica, Dominican Republic, Haiti, Jamaica, Saint Kitts and Nevis, Saint Lucia, Saint Vincent and the Grenadines, and Trinidad and Tobago. The length of the Project is 5 years and commenced in the second quarter of 2005. The Project Coordinating Unit is located at the CEHI, as agreed by the Implementing and Executing Agencies and the participating countries.

(Continued from page 1)

stress on the water body;

- Country ratification of the regional or global conventions and protocols pertinent to the project;
- Country adoption of specific water, environment or sector-related legal reforms, policies, institutions, standards and programmes necessary to address the transboundary priority issues, including stakeholder participation programmes.

Stress Reduction Indicators:

These are on-the-ground measures implemented by the collaborating countries to reduce damage to the environment.

Examples:

- Non-point source pollution programmes implemented;
- The amount of underwater or wetland area placed into protected management, including the establishment of no fishing zones;
- Reduced pollution to groundwater recharge zones.

Environmental Status Indicators:

These indicate improvements/changes in actual performance or success in restoring or protecting the targeted area.

Examples:

- Measurable improvements in tropic status;
- Improved (measurable) ecological or biological indices;
- Changes (stable or improved) in local community income and social conditions as a result of improvements in environmental conditions.

Why are Indicators important for the GEF-IWCAM Project?

The GEF-IWCAM Project must be able to determine how successful it has been in achieving the objective of integrating watershed and coastal area management with resulting improvements in the state of the environment and livelihoods. It is for this reason that identifying indicators and keeping track of them throughout the life of the project is important – they can help us to measure the effectiveness of activities or measures put in place.

In some cases, these indicators will be adopted by others and will continue to be monitored even after the GEF-IWCAM Project has finished. This would help determine the long-term impact of the Project and its sustainability.

How is the GEF-IWCAM Project establishing Indicators?

In March 2008, the GEF-IWCAM Project Coordinating Unit and consultants Dr. Sherry Heileman and Leslie Walling,

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met with representatives of Participating Countries (PCs) and Demonstration Projects at a regional workshop to review and comment upon a template of key indicators which was created following a comprehensive survey of PCs with regard to their tracking of indicators and other data.

Vincent Sweeney, RPC, makes opening remarks



The two documents reviewed at the Workshop were:

Draft IWCAM Indicators Mechanism and Capacity Assessment (February 2008):

<http://www.iwcam.org/information/gef-iwcam-and-iabin-indicators-mechanism-workshop/iwcam-indicators-mechanism-and-capacity-assessment-draft-february-2008/view>

Draft IWCAM Indicators Template (February 2008):

<http://www.iwcam.org/information/gef-iwcam-and-iabin-indicators-mechanism-workshop/draft-iwcam-indicators-template-february-2008/view>

This regional workshop on Indicators was co-hosted by the Global Environment Facility through two projects -: Integrating Watershed and Coastal Areas Management in Caribbean Small Island Developing States (GEF-IWCAM) Project and the Inter-American Biodiversity Information Network (GEF-IABIN), in Ocho Rios, Jamaica, from 10 to 12 March 2008. GEF-IABIN (www.iabin.net) is a network which serves to improve collaboration and coordination among countries of the Americas in collection, sharing, and use of biodiversity information to promote sustainable development in the region. The Workshop included joint sessions between IWCAM and IABIN.

The Workshop aimed to help PCs identify key indicators of IWCAM in their respective countries. The selection and tracking of suitable indicators should enable countries and demonstration projects to better evaluate the projects' effectiveness as time goes on. Continued monitoring of indicators after the projects end will help to determine long-term impact and sustainability, as well as the efficacy of future interventions at all levels.

Based upon feedback at the Workshop, the Indicator Template will be refined before being presented to the PCs.

Once indicators are established, The PCU will work with PCs to determine and establish sustainable mechanisms for data monitoring and capture. This will require some capacity building, institutional strengthening, national laboratory enhancements, etc.

Indicators will be monitored in the on-going monitoring and evaluation programme under the GEF-IWCAM Project.

References:

Much of the information in this article has been excerpted from Alfred Duda's paper: "Monitoring and Evaluation Indicators for GEF International Waters Projects". See:

http://www.iwcam.org/information/iwcam-orientation-may-2007/documents-referenced-in-indicators-training/duda_indicator.pdf

Report on Indicators for the St. George's Declaration (A Report to the Environment and Sustainable Development Unit (ESDU), Organization of Eastern Caribbean States (OECS), December 2006:

<http://www.iwcam.org/information/gef-iwcam-and-iabin-indicators-mechanism-workshop/indicators-useful-references/report-on-indicators-for-the-st-georges-declaration-including-definition-of-an-initial-set-of-indicators-and-recommendations-on-further-development-of-an-indicator-based-monitoring-system/view>

ILAC 2004 Indicators – Latin American and Caribbean Initiative for Sustainable Development (Report published by the United Nations environment Programme, the World Bank and the University of Costa Rica, 2004):

<http://www.iwcam.org/information/gef-iwcam-and-iabin-indicators-mechanism-workshop/indicators-useful-references/ilac-2004-indicators-latin-american-and-caribbean-initiative-for-sustainable-development-follow-up-indicators/view>

A guidebook to Environmental indicators, CSIRO, Australia: <http://www.csiro.au/csiro/envind/code/pages/menu.htm>

The United Nations Global Environment Monitoring System:



<http://www.gemswater.org/publications/index-e.html>

UNEP IWRM 2005 Programme:

<http://www.ucc-water.org/iwrm05/components/indicatorssem.html>

Above: OECS Working Group

At right: Regional Institutions Working Group



Communicating for Integrated Management - GEF - IWCAM Workshop addresses concerns of Participating Countries



The development and implementation of communications activities to help promote and strengthen IWCAM at community, national and regional levels are fundamental to the success of the GEF – IWCAM Project. The Project therefore convened a Workshop on Communications, Public Education and Outreach for Integrated Watershed and Coastal Areas Management, 12 – 13 February 2008, in Port of Spain, Trinidad & Tobago.

Participants in the Workshop included Participating Country representatives, Demonstration Project Managers or community outreach personnel (where in place) and print and broadcast journalists.

The objectives of the workshop were:

- to review, amend and endorse the GEF-IWCAM Draft Communications Planning Guide;
- to develop a communications, Public Education and Outreach Strategy and Action Plan consistent with the above;
- To provide guidance to Participating Countries and Demonstration Project Representatives on dealing effectively with the media;
- To introduce participants and the regional media to IWCAM, IWCAM resources and promotional materials. A media conference was therefore scheduled for the second day of the Workshop.

In his **opening remarks** Vincent Sweeney, the GEF-IWCAM Regional Project Coordinator stressed that beyond stimulating awareness among participants, the Workshop would set the stage for future awareness building activities and establish a foundation upon which a sustainable partnership for communication in environment and development could be built, especially with media partners.

Participating Countries Perspectives on Challenges in Communicating IWCAM - Summary:

- Public understanding of IWCAM and the term 'watershed' is poor;
- Using language which is easily understood by the public is a major challenge;
- Internet access is limited;
- Getting people to attend meetings is difficult;
- Countries without local demonstration projects find it hard to focus the nation on IWCAM as an approach;
- Land use conflicts, farming practices and industrial practices are among the main issues; hence farmers, land developers and industry are important target groups
- The development of a National Environmental Education Strategy, while uncommon, has proved to be a useful framework for the development and implementation of both formal (teachers and students in a classroom setting) and non-formal (e.g. fishermen and farmers) approaches;
- Resources allocated to public education are limited; particularly trained staff and access to printed materials;
- Communications about the environment tend to be ad hoc in nature;
- Cultural differences or perceptions, the fact that people do not read much, language, perceptions about the messenger, and gender issues are major challenges to communication;
- Networking with NGOs and CBOs is important within the Demonstration Project areas.

In PCs where Demonstration Projects exist, ensuring that the project has a national projection and that IWCAM is integrated into national policy is a challenge. On the other hand, ensuring that demonstration projects have a 'community-focus' and are participatory is also a challenge.

The GEF-IWCAM Communications Planning Guide

The Communications Planning Guide is meant to help Participating Countries develop and implement communications activities; to help the PCU find effective ways of ensuring that key lessons and best practices are effectively communicated to target audiences at every level; and, to help national and community level partners break down their long term objectives into a series of small achievable steps. The GEF-IWCAM communications approach, which is introduced in the Guide consists of three parallel and overlapping sets of activities:

1. Public Relations and Environmental Education
2. Social Marketing – Behaviour Modification Campaigns



Workshop Participants during opening discussions

Indi McLymont-Lafayette, Donna Spencer and Maria Protz (l. to r.)



Tecla Fontenard of the OPAAL Project, OECS, introduces their survey

Working Groups get down to it...



Halla Sahely (SKN) and Natalie Fearon (J'aica) in demonstration interview



3. Documenting and Communicating Lessons Learned and Best Practice.

The Draft Communications planning Guide had been circulated for review prior to the Workshop and was briefly outlined by the CNIS and then commented upon by the participants.

Strategic Communications Planning

Dr. Maria Protz, Consultant in Communications for Development, introduced participants to the three essential steps in the strategic communications planning process: 1) Identifying GAPS in the KAPS; 2) Identifying Primary and Secondary Audiences; and 3) Developing Appropriate Indicators and Communication Interventions. A Working Session followed during which Participating Countries went through a Strategic Communications Planning exercise.

Making the Most of the Media

Indi McLymont-Lafayette, Journalist, PANOS Caribbean, who works with communities and sees information as a tool for development, changed the focus of the Workshop to effective media relations with a presentation titled: "Making the most of the Media". This included some guidance on preparing a media release and preparing for an interview. Working Groups afterward prepared media releases or interviews for presentation and critique.

The Media Conference was attended by four media houses. The public education video shorts series "Think About Water", which was prepared for the GEF-IWCAM and Integrated Water Resource Management (IWRM) Projects, (see below) was launched with a showing of two of the four shorts. Sandra Timothy, Trinidad and Tobago's Demonstration Project Manager, described the local Demonstration Project and its benefits. It focuses upon land use in the Courland Watershed and Buccoo Reef Area, Tobago. A highly interactive session, in which the media asked questions of the Workshop participants and, vice versa, followed.

**THINK ABOUT WATER!
IWRM Videos Launched!**

"Think About Water!" is a series of four video shorts (each 2 minutes long) introducing Integrated Water Resource Management (IWRM) in the Caribbean:

1. Think About water
2. Water Governance
3. Land-based Sources of Marine Pollution
4. IWCAM: Tobago Demonstration Project

These were produced by the Buccoo Reef Trust for the GEF-IWCAM Project and CEHI with funding support from the UNEP Collaborating Centre on Water and the Environment.

These are available for public education purposes. For more information contact: dspencer@cehi.org.lc

Produced by
BUCCOO REEF TRUST
research education conservation
www.buccoo Reef.org

for:
IWCAM GEF
The Global Environment Facility - funded Integrating Watershed and Coastal Areas Management Project

CEHI CARIBBEAN
The Caribbean Environmental Health Institute (CEHI)

UCC-Water
United Nations Environment Programme
Collaborating Centre on Water and the Environment

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Four video shorts; duration 2 minutes each

1. Think About Water
2. Water Governance
3. Land-based Sources of Pollution
4. IWCAM: Tobago Demonstration Project

CEHI CARIBBEAN IWCAM GEF UCC-Water

Cuba's Demonstration Project : "Application of IWCAM Concepts at Cienfuegos Bay and Watershed" launched!

Cuba's GEF- IWCAM Demonstration Project was formally launched on February 25th 2008 in Cienfuegos, one of the country's main seaports and centre of the sugar trade, located on the southern coast.

The launch took place on the afternoon of February 25th. Formalities were exchanged among the delegates from the United Nations Development Programme in Cuba, the local authorities in Cienfuegos, the Centre for Environmental Studies of Cienfuegos (CEAC), and the Ministry of Science, Technology and the Environment (CITMA). Vincent Sweeney, Regional Project Coordinator explained the Regional component of the project and Alain Munoz described the Cuba Demonstration Project. The next steps for project implementation were outlined. The launch was also attended by representatives from the Caribbean Environmental Health Institute (CEHI), UNDP/GEF, MINVEC, the Centre for Engineering and Environmental Management of Bays and Coasts (CIMAB), on behalf of UNEP CAR/RCU, and representatives of other Cuban government agencies.

On February 26th there was a fieldtrip to the "14th July" sugar factory in the Cienfuegos watershed, then to CEAC, and finally to the fortress at Castillo de Jagua, at the mouth of Cienfuegos Bay.

The 14th July sugar factory is the site which is being used to demonstrate best land-use practices in agriculture. Those touring were given an outline of the work planned and completed thus far. This relates to the reduction of water consumption, recycling and reuse of materials on-site, reuse of wastewater for irrigation and overall cleaner production approaches. Aspects of the laboratory facilities which need improvement were highlighted.

CEAC is integrally involved in the Integrated Monitoring Programme and in the overall management of demonstration activities. The tour of their facilities highlighted capabilities in environmental modeling of bays, Geographic Information Systems, inter-laboratory comparison and training in laboratory techniques, including analysis of sediments.

The Demo Project's Public Education activities will be located at the fortress in Castillo. Its main focus will be children, in recognition of the fact that they can influence the adults!

*View of the
Cienfuegos Bay
from Castillo*



*Visitors being shown through
CEAC's Laboratories*



*Participants tour
the
14th July Sugar
Factory*



*The fortress in Castillo, at the mouth of the Cienfuegos
Bay*





A Community in Dominica Learns How to Monitor its Watershed

"Last month I found myself on Dominica's west coast at the spot where the Colihaut River meets the Caribbean Sea, watching sadly as a woman walked to the edge of the river and tossed a black plastic bag of trash right in. This simple, oblivious act underscored the importance of the work that community members and local partners are trying very hard to advance in Dominica.

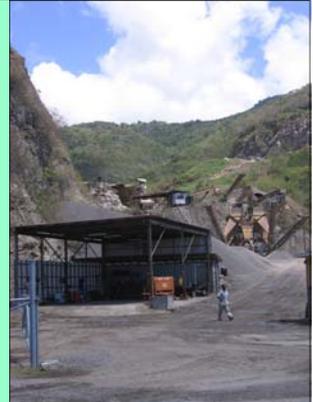
With the support of GEF-IWCAM, the Dominica Youth Environment Organization (DYEO), the Ministry of Agriculture, fisheries and forestry (MAFF), and the Dominica Water and Sewerage Company (DOWASCO), students, teachers, and community members from all over Dominica came together for two days on February 29 and March 1 for training on monitoring the health of their watershed, from its uppermost reaches down to the coastline. They observed examples of land degradation and best agricultural practices; performed tests on water quality; and observed important coastal characteristics and indicators.

The group then went on to brainstorm about environmental projects that they could do in their own communities. These might include tree planting activities, river clean-ups, and public awareness campaigns.

Thanks to the dedication of this group of trainees, I am hopeful that people will think twice before throwing trash into nearby rivers such as the Colihaut because they are more aware of the negative impacts which such practices have on the health and livelihood of the very communities in which they live."

Sasha Beth Gottlieb, Technical Coordinator, GEF-IWCAM PCU

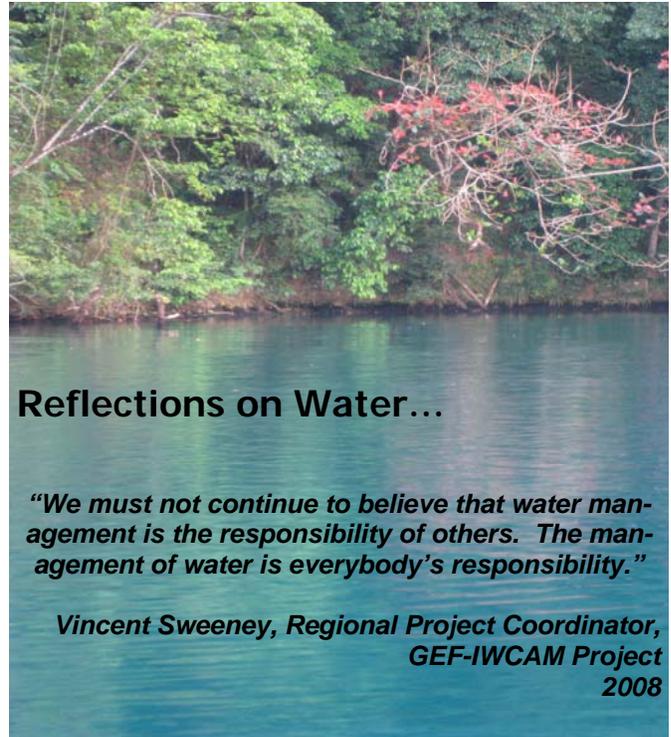
Technical support was also received by the United States Agency for International Development Caribbean Open Trade Support Project (USAID-COTS).



(Continued from page 1)

Laboratory Strengthening Activities:

1. Taking into consideration IWCAM-related environmental quality monitoring needs, assessment is already taking place in PCs, to identify the existing capacity for environmental surveillance in existing laboratories (environmental; public health; and agricultural).
2. Based upon the site and country assessment surveys, assessment of the capability and capacity of CEHI's laboratory and other relevant regional laboratories to support national laboratories in meeting environmental quality monitoring needs.
3. Preparation of an implementation plan for addressing any identified weaknesses, including recommendations for strengthening the capacity of national laboratories to support the monitoring needs of countries; in terms of equipment and materials, training in their use, repair and servicing of existing equipment, and, where necessary, improvements to laboratory infrastructure.
4. Design and delivery of a regional training of trainers course in designing simple environmental monitoring systems, sample collection, laboratory testing, interpretation and presentation of results.
5. Training courses in the 13 Participating Countries to address the needs identified.
6. Development of the capacity of regional laboratories to act as reference laboratories for country laboratories.
7. Provision of assistance in the development of national Environmental Surveillance Programs.
8. Creation of a regional network of laboratories in order to facilitate information exchange; through the hosting of a meeting of stakeholders, the development of mechanisms to strengthen linkages with LBS Regional Activity Centres (RACS) and members of the Regional Activity Network (RAN), and the development of procedures and protocols for the sharing of technical information.



Reflections on Water...

"We must not continue to believe that water management is the responsibility of others. The management of water is everybody's responsibility."

***Vincent Sweeney, Regional Project Coordinator,
GEF-IWCAM Project
2008***

9. Creation of a regional information hub, following agreed-upon procedures and protocols for cooperation and sharing of information and expertise (i.e. a database of environmental quality monitoring information) in order to collate, process and disseminate environmental surveillance and performance information and data.
10. Development and distribution of public awareness materials as part of a regional public awareness programme on available services and resources amongst stakeholders at the regional and national levels.

Over the next few months the assessment will be conducted in all 13 PCs by the Caribbean Environmental Health Institute (CEHI), one of the co-executors of the GEF-IWCAM Project which is responsible for this activity.



Participating Country Focal Points, Demonstration Projects and others are invited to submit articles. Please contact Donna Spencer at dspencer@cehi.org.lc

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