

Climate Change Public Awareness Campaign

“CHANGE begins with YOU and me!”

[Grant Proposal]

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Question 3

- There is a grant available for one talented tourism and hospitality student for product development. Submit a proposal for a feasible and practical business initiative taking into account the principles of sustainable tourism development.



OBJECTIVES

Project Background

- Introduction
- Campaign Objectives
- Campaign Significance
- Campaign Limitations
- Scope of Campaign

Developmental Procedures

- Justification for selection of procedure
- Campaign Content
- Budget



INTRODUCTION

Campaign Background

- According to Tompkins et. al (2005), “small islands ...are prone to experience significant rises in sea temperatures, annual rises in sea level, changes in rainfall pattern and increase in the frequency of extreme weather conditions.
- According to Moore (2010), “climate features have a statistically significant impact on tourism demand in the Caribbean, a change in climatic features ...could lead to destination substitutes.

CAMPAIGN OBJECTIVES

The **strategic objectives** of the campaign is:

- To send a consistent unified message to our target groups (policy makers, government planners, NGO's, stakeholders, tourism developers, students, academic personnel, general public)
- To initiate and inspire change by translating knowledge into action methodology
- To organize an effective campaign that would reach potential change agents within Jamaica and by extension the Caribbean
- To influence social norms changing existing attitudes and perceptions of Climate Change

CAMPAIGN SIGNIFICANCE

- This campaign will benefit tourism ambassadors, stakeholders, the general public throughout Jamaica.
- Tourism-dependent countries eg. Grenada

To assist tourism officials in achieving the following:

- ✓ Provide an awareness of the dangers of climate change and its effects Tourism
- ✓ To highlight the importance of the environment
- ✓ To highlight negative human factors (garbage disposal etc.)
- ✓ To implement mitigation measures
- ✓ To initiate policy changes

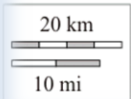
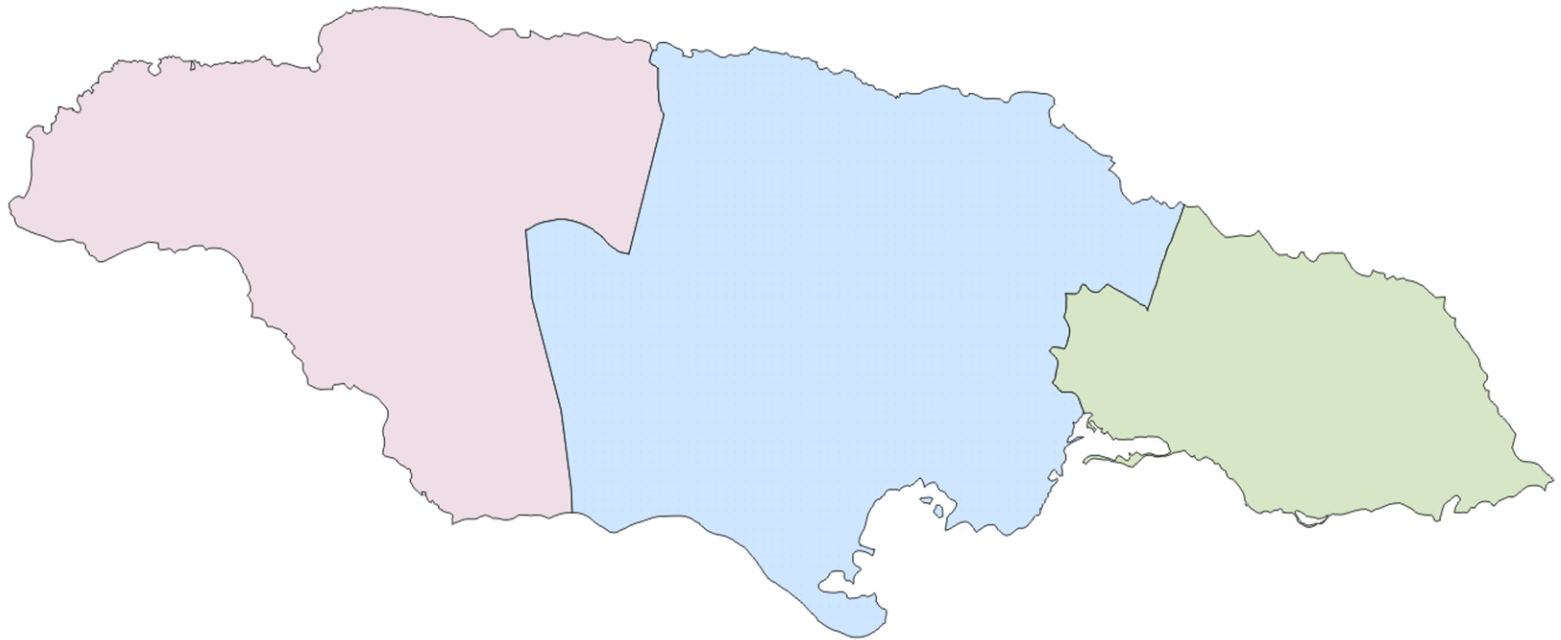
CAMPAIGN LIMITATIONS

- Climate Change is a global issue; one small attempt may not drastically curb the issue
- Behavioural change as a result of the campaign maybe long term but Climate Change issues need to be addressed expeditiously
- The implementation aspect of the campaign will be highly intensive : extensive planning and coordination efforts

SCOPE OF THE CAMPAIGN

- The campaign will run for one year; commencing in January 2013 and ending in December 2013
- The scope of the campaign is nationwide and will have showcases and interactions with the public at major cities in the counties of Cornwall (Lucea, Hanover), Middlesex (St. Ann's Bay, St. Ann) and Surrey (Kingston)

CAMPAIGN SCOPE



CAMPAIGN SCOPE...[Cont'd]

Key Campaign Goals

| Time Period | Activity |
|--------------------|--|
| Month 1-3 | Intensive marketing (newspaper, television and radio advertisements) - teaser ads, posters etc. |
| Month 4-6 | Introduction of the campaign bus, travelling from county to county local schools, expos and festivals. Launch of campaign website |
| Month 7-9 | Continuation of marketing strategies ie. Kid's competition. PSA's via radio programs such as the Ja. Magazine |
| Month 10-12 | Maintain campaign's message long after the completion of the campaign through billboards and product sales |



CAMPAIGN JUSTIFICATION

- A campaign was chosen because research has shown where it is the most effective means of educating and influencing a large number of individuals within a short space of time.
- “**VERB**” Campaign (Huhman, M. et al., 2005)
- “**Secret Lover**” Campaign (Raj. S, et al, 2008)
- A public awareness campaign is a plausible tool that would be suitable in relaying our message to address the issue of climate change quickly and aggressively

CAMPAIGN CONTENT

- The main goal is to inspire individualistic behavioural change
 - Target audience: children, youth, existing tourism stakeholders
 - What is Climate Change
 - Ways to STOP Climate Change
 - How can I be a part of making a “Change”
- Coordination with existing conservation/sustainability programs eg. NEPA, National CCAB
- The use of local celebrities and business brand sponsorships

CAMPAIGN CONTENT ...[Cont'd]

Communication Strategies

- Educational Materials: research, brochures
- Media Coverage
- Products: pens, bookmarks, posters, interactive globe
- Website
- Public forums and interactions

BUDGET



Budget as at March - June 2013

- Office [salary, uniforms]
- Printing [calendars, posters, bookmarks]
- Advertising [newspaper, television, radio]
- Equipment [audio system, visual display]
- *Estimated Budget:*

\$51,841.24 USD

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