

Communications

Why?

- Funding
- Outreach
- Awareness raising
- Forum for action
- Building alliances
- Practical application of lessons

Communications

What?

- Media (conventional & unconventional)
- Inter-media synergies
- Champions
- MSV web site
- Existing search engines (e.g., Google)
- New media (blogs, podcasts, My Space)
- Virtual library of sources
- Work with progressive companies
- Celebrity champion(s)

Communications

Who?

1. Private sector (all levels)
2. Insurance industry
3. Youth
4. Elders
5. Civil society groups (e.g., churches, community organizations)
6. Governments (national & sub-national)
7. Legal system
8. Academic community
9. UN Conventions
10. Donors
11. Inter-governmental organizations

Communications

How?

- Institutionalize a programmatic approach to MSV
- Apply for observer status in different organizations (e.g., Conventions, regional organizations)
- Start with existing resources
- Draw on synergies in existing programs
- Use imminent windows of opportunity
- Reconfigure existing MSV site for greater impact
- Recognize good efforts by private sector
- Periodic state of environment-type report
- Communicating MSV objectives, etc. to governments of SIDS and Arctic

Outreach

Why?

- Deeper, more sustained action between centre & periphery
- Pool resources for greater impact
- Promote optimal use of existing resources
- Creating more focussed & effective approach to climate change adaptation concerns and issues

Outreach

Who?

- Communities
- Countries
- Institutions
- Indigenous groups
- NGOs

Outreach

How?

- Inventory of partners, allies, stakeholders
- Regular meetings at regional & community level
- Create MSV champions within MSV network
- Establish MSV focal points in regions
- Charter & cooperative agreement between MSV founding members
- Assisting in building capacity of existing community-based organizations
- Clarify & settle governance arrangements for MSV program
- Formalize cooperative arrangements between MSV founding organizations

Outreach

What?

- Distributed networking
- Creating an inventory of human capital (climate change specific)
- Creating traditional knowledge database using Alaska Native Science Commission model