

A Future Communications Strategy for CAMI

CTA/CIMH Workshop
Barbados, April 7, 2011

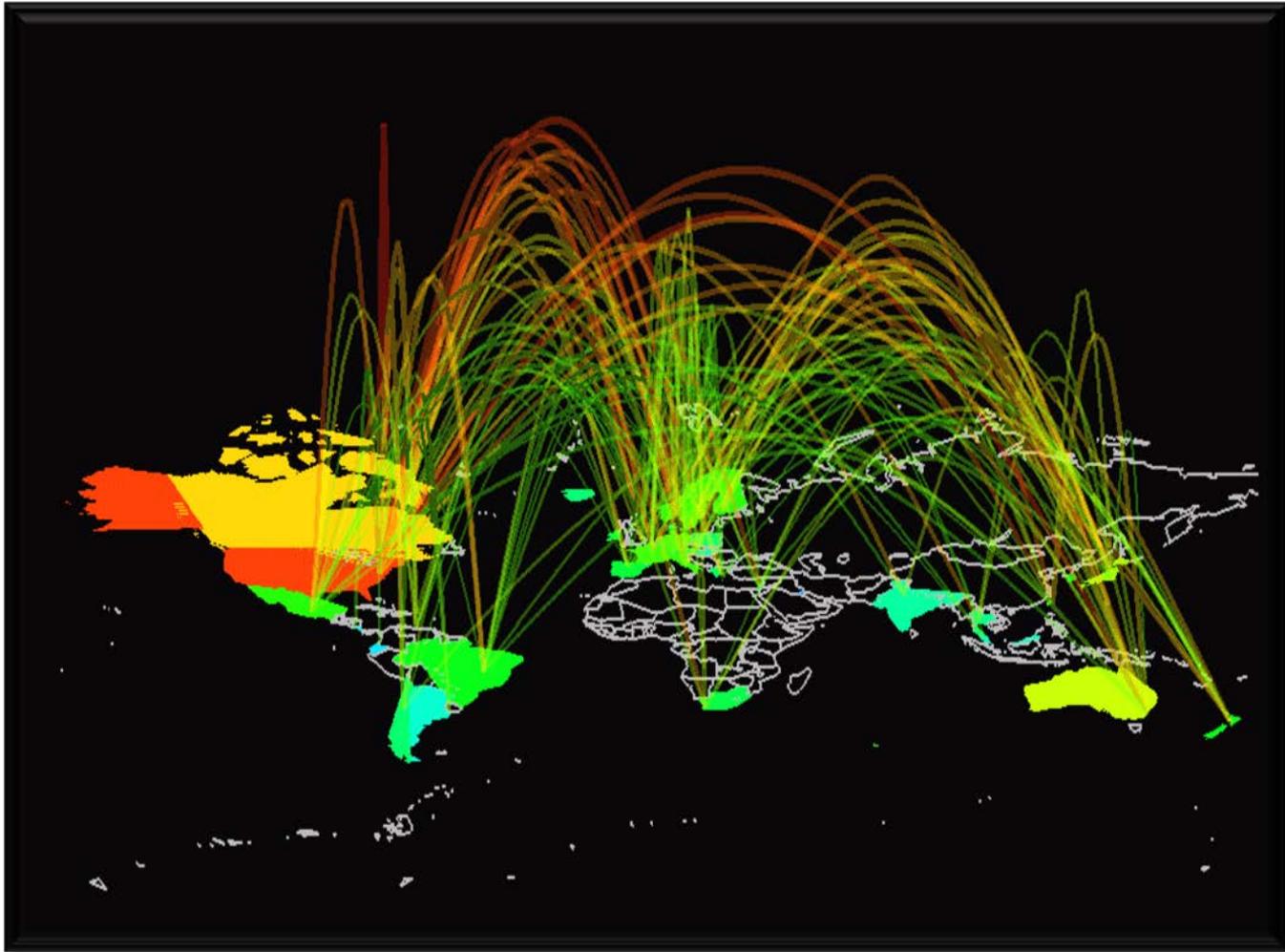


4 key things

- **Communication is 50% talking and 50% listening**
- **The customer is king or queen today**
- **You must give people a gift of time**
- **We need to shift from 'educating' to engaging**
- **Collaboration, collaboration**



Even though we live here we are
now part of this!



Some trends to think about



You will be manager of your own personal network

- It must be win-win.
- It requires a high degree of self-responsibility.



You will be going global while staying local

- Your local world is going to become more important.
- But it will increasingly be within an all-embracing global context.



You will live more mobile lifestyles

- You will be connected 24/7/365.
- Systems will become decentralised, smaller, smarter, and highly visual.



You will need to be part of virtual alliances

- You will do business with people you don't ever meet.
- You will need to get to know them through recommendations.



You will sure need to think about sustainability

- Resource use efficiency will become a huge issue.
- That will change almost everything in your life.

Educating versus engaging

**Educating people is
one thing**



**Engaging them is
another!**

Interaction is an essential today

We now live in two worlds

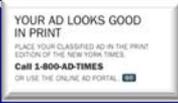
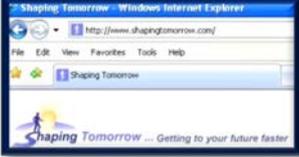
REAL



DIGITAL



We need a dual profile

REAL WORLD	Impact level	DIGITAL WORLD	Impact level
Face-to face 	◆	Social networks 	◆◆◆
Traditional advertising 	◆	Interactive Video – Skype 	◆◆◆
Public speaking 	◆	Website 	◆◆◆
Publications 	◆◆	E-publications 	◆◆◆
Personal achievement 	◆◆	Mobile networks 	◆◆◆

◆ Local ◆◆ Wider but very restricted ◆◆◆ Global 24/7/365

Global innovation

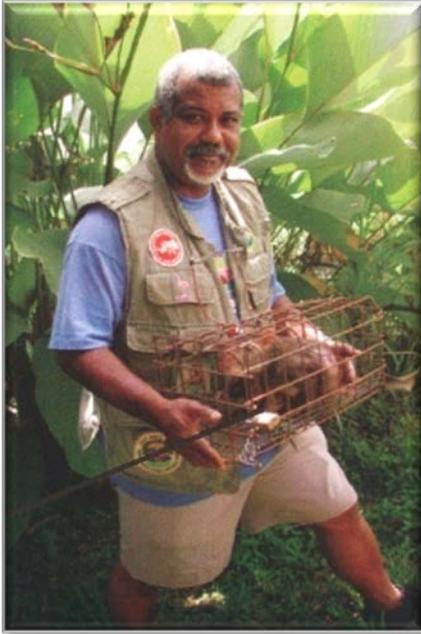
3 short video clips from:

- Indonesia
- India
- Kenya



CAMI Workshop

Breaking with convention in T&T



Dr Gary Garcia

+ FUTURESIM™

+ GOOGLE GROUPS



Using 'appropriate technology' in SVG

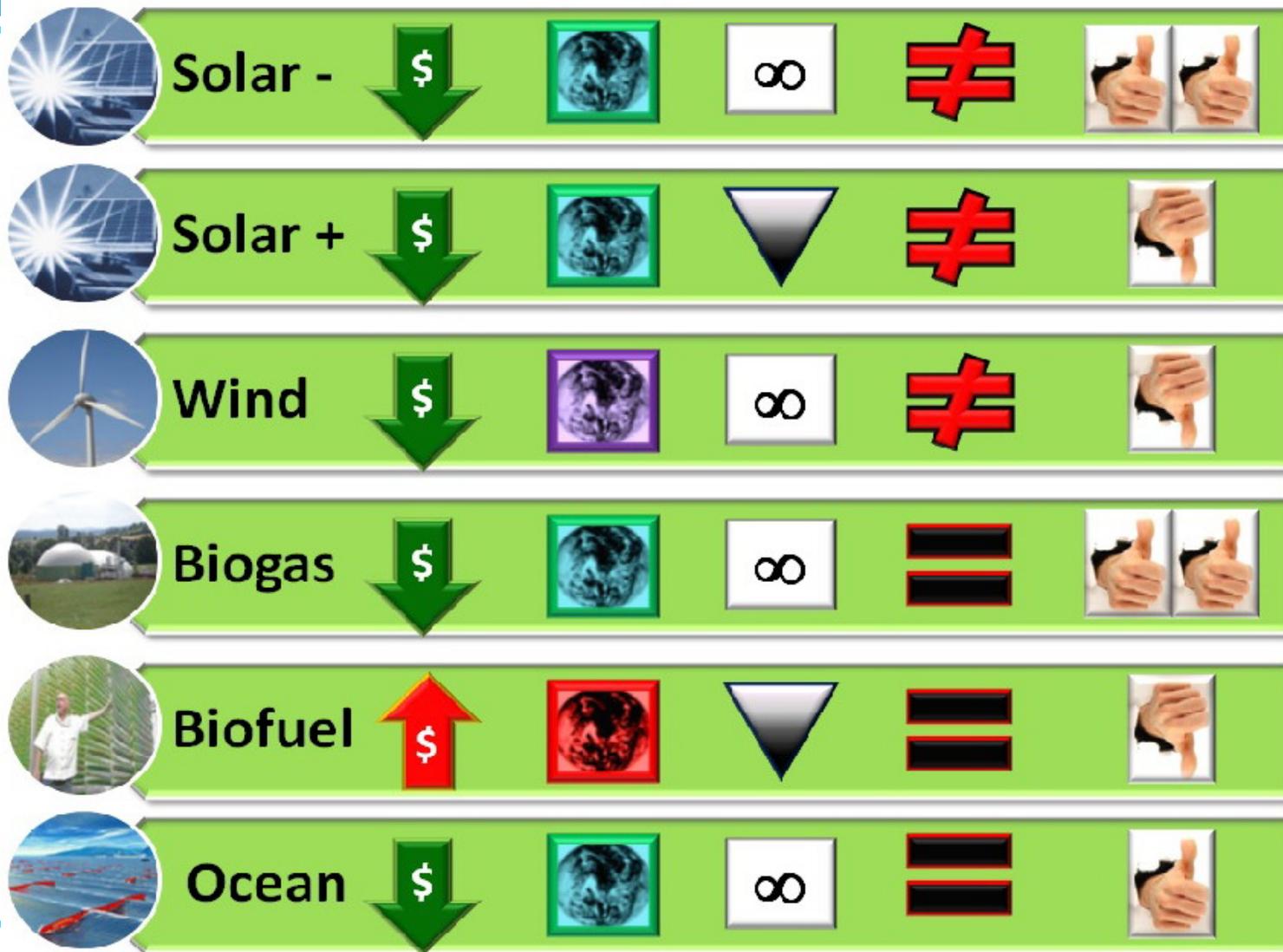


CAMI Workshop

Community radio in Toco



Using explanatory visuals



CAMI Workshop

Facilitating Caribbean communities of interest

Ri & E NETWORK | Caribbean Research Innovation & Entrepreneurship Network

A network of people and organisations dedicated to advancing economic and social progress in the region through the application of science, technology and innovation

MAIN

This month's R.I.E Headlines

R.I.E Themes

- Around the Region
- Champion of the Month
- Research Update
- Success Stories

Around The Region
A Lot To Think About

Since we did the last site update in early February we have received a great deal of feedback from RIENet participants – too much for us to feature on this page. So please check out the Caribbean RIENet Facebook area to catch up on the rest. We are updating the area regularly. Following
[more+](#)

facebook

Search

Home Profile Account

Caribbean RIE Network Like Edit Page

Non-Profit Organization Edit Info

Wall Caribbean RIE Network · Most Recent

Share: Status Photo Link Video

Write something...

Caribbean RIE Network

There is no reason why every Caribbean island nation could not become 100% renewable energy based within 20 years - especially if cheap community based biogas units were part of the mix.

51 Impressions · 0% Feedback

March 27 at 2:54pm · Like · Comment · Share

Caribbean RIE Network

The Caribbean Institute for Meteorology and Hydrology is holding a 3 day workshop in Barbados on April 6-8 supported by the CTA and focusing on improving the link between met data and the agricultural sector.

Admins (5) See All

Use Facebook as Caribbean RIE Network

Promote with an Ad

View Insights

Suggest to Friends

You and Caribbean RIE Network

21 friends like this.

Designators

Quick Tips

Get more people to like your Page with Facebook Ads today!

Get More Connections

Sample Ad: Caribbean RIE Network

The text of your ad will go here.

What I want and what I need



**What I want is
priceless!**

**What I need is
the lowest price!**



Strategy Development Sessions



Session 1: Content & Options

Content Focus	Channel Option	Strengths	Weaknesses

Content Focus	Channel Option	Strengths	Weaknesses	Votes	Rank
Rainfall - 4-5 day forecasts	Radio/ a.m. Paper	Coverage	Access, power	18	4
Crop scheduling management	Newspaper Farmer meeting	Readily available LT FC	Update, literacy Low TO	14	9
Temperature	SMS	Info real time. Alerts	Text 'savvyness'	13	10
Info short/med/long	Radio, SMS, etc.	Quick distribution	Tech limits	16	6
Wet and dry spell info	Pint and electronic + Ext Off		Uncertainty of interpret	15	7=
Training to use info	Small workshop	Sharing	Attendance	23	1
Zonal forecast requirements	Radio, TV, SMS, Web hotline	Walk with radio. SMS pot Graphics	Graphics on radio	7	11
Engagement and collaboration	Focus groups, feedback workshops, prototyping	Regular feedback Can learn a lot	Participation time required	21	2
Onset of rainfall –when and how much	SMS – early a.m. and evening	Real time info	Dead areas in some places	15	7=
Early warning for weather systems	SMS, media, TV radio	Coverage	Infrastructure system failure	19	3
Pest diseases – rainfall relationship	Workshops, bulletins	Interactive and need to answer questions	Farmer has limited time	17	5

Session 2: 5 Key Action Items

	What needs to be done?	By Whom?	By When?
1			
2			
3			
4			
5			

Session 2: 5 Key Action Items

	What needs to be done?	By Whom?	By When?	Votes	Rank
1	Analyse data to provide a better basis for information delivery to farmers	Met. services	Now	17	5
2	Training for farmers and met . Service staff to enhance communications	Met. services, farmers	3 months	24	1=
3	SMS set-up – phone costs etc.	Telcos	2 months later	14	7=
4	Building trust in the relationship between MS and Farmers	Met. Services, farmers	6 months	16	6=
5	Training in communications to understand each other's needs	Met services, Farmers	6 months	19	3
6	Weather stations – encourage farmers to have in area	Farmers / Met. services	12 months	13	
7	Collaboration workshop – info relevant to farmers	Met. services , Extension Officers	2 months	16	6=
8	Hands on help with retrieving of information through SMS etc.	Service Providers	1 month	24	1=
9	Farmers forum, sharing success etc.	Min of Ag and R&D agencies	3 month p.m.?	16	6=
10	Engagement and collaboration – SH meeting to create a sense of urgency – why it is a priority – benefits to farmers etc. Commit	Farmers, Min of Ag, Met. services	3 months	16	6=
11	Training and use of info - train the trainers to communicate. With M&E and fixed KPIs	CAMI, communications experts, CARIMAC ,	6 months + 3 months	18	4
12	Crop scheduling and management – done at national level in each country - short, med, long term – and channels	Met Services, Min of Ag.	3 months + ++	16	6=

Note: It was suggested that 2 – 6 months be added to the target times to allow for the 'bureaucratic delays' common in the region

Thank you for participating!

